

Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

OCT 8 1928 OCTOBER, 1928

The World's Most Talked of Electric Washer



ARE YOU LOOKING AHEAD TO '29?

ABC output is 70% ahead of 1927. The SPINNER did it! Hundreds of new dealers switched to ABC in '27 and '28. The SPINNER did it! Your line is even now obsolete without a wringerless washer. Those dealers who are choosing the ABC SPINNER today are

conquering competition, insuring profits for this Fall, next year and for many years to come. You are invited to write for the facts that created the greatest dealer turn-over in the history of the industry.

ABC—the ONLY complete line—includes:

- | | |
|--|---|
| (1) ABC SPINNER (wringerless PORCELAIN washer) | (3) ABC Double A—the copper tub, popular-priced campaign special. |
| (2) ABC Companion—porcelain, with soft roll wringer dryer. | (4) ABC Companion equipped with gas engine for homes without electricity. |

Altorfer Bros. Company (Est. 1909) Peoria, Ill.

ABC SPINNER

THE PORCELAIN WASHER

Your Biggest Merchandising Opportunity Since Radio!

Telechron

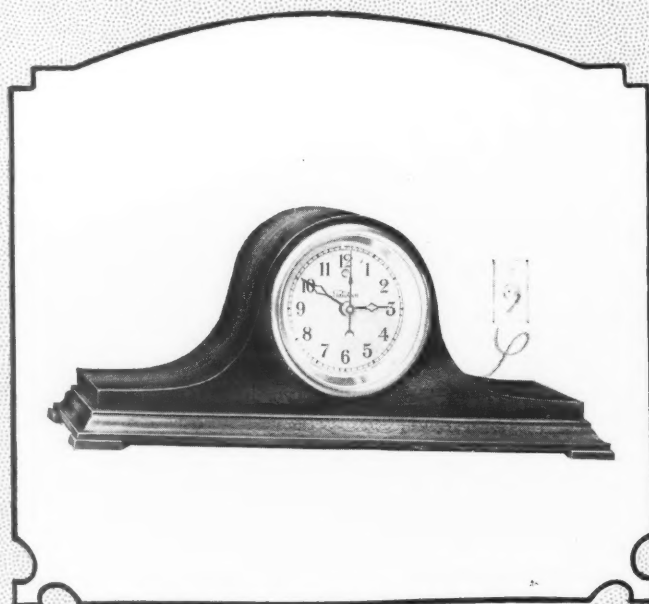
**NATIONAL
ADVERTISING**
is being read by *your*
customers

creating a demand among the kind
of people you want to attract to
your store. Millions are reading
Telechron advertisements appear-
ing in

THE LITERARY DIGEST
ATLANTIC MONTHLY
SCRIBNER'S
HARPER'S
GOLDEN BOOK
WORLD'S WORK
REVIEW OF REVIEWS
HOUSE AND GARDEN
VOGUE
VANITY FAIR

Telechron time is broadcast many
times daily from more than a score
of the larger stations throughout
the country. They will be looking
for the store that sells Telechrons.
Make sure of your share of the
sales and profits directed your way.
Display and sell Telechrons!

**WRITE OR WIRE
FOR COMPLETE
INFORMATION**



PROGRESSIVE electrical dealers are far-seeing—ready
to cash in on worthwhile developments in the industry.
That is why so many are already selling the Telechron—the
springless electric clock that never needs winding or regulat-
ing, but receives its timekeeping accuracy *from the power*
station. Its popularity is increasing every day, the country
over.

Now is the time for you to display and boost Telechrons for
gift sales. A score of new models are ready for every room
in the home and office, priced to sell easily and *pay well*.
Ideal as gift items—and first-rate profit-makers the year
around. Be the Telechron dealer in your community. Dis-
play Telechrons now!

Telechron

**The SPRINGLESS
ELECTRIC CLOCK**

Accurately Regulated from the Power Station

WARREN TELECHRON CO., 26 Main St., Ashland, Mass.

In Canada, Canadian General Elec. Co., Toronto

Foreign Representative: International General Electric Co., Schenectady, N. Y.

EARL WHITEHORNE,
Editorial Director
FRANK B. RAE, JR.,
Contributing Editor
S. J. RYAN,
Merchandising Counsellor

Electrical Merchandising

The Business Magazine of the Electrical Trade
L. E. MOFFATT, Managing Editor

Editorial Staff
FLORENCE R. CLAUS
HARRY PHILLIPS
W. W. McDONALD
OVID RISO
R. V. SUTLIFFE,
Chicago
CLOTILDE GRUNSKY,
San Francisco

NEXT MONTH

In the November issue, *Electrical Merchandising* will present the first of an important series of articles by a specialty dealer who has analyzed the conduct of his business.

William M. Emery, the author of this series, has, although a young man, had a long experience with appliance selling. For three years past, he has been at the head of his own business, The West Philadelphia Maytag Company, Philadelphia, Pa. He recently sold this business, and in an interval of comparative leisure, he has consented to embody the result of his experience in a series of articles for this magazine.

The first article will deal with wrong thinking and its effect on profits. Other articles to follow will deal with such topics as salesmen's compensation, accounting for profit, the real cost of instalment financing and a new lease contract and instalment method. These articles are practical. Mr. Emery has been through the mill. He has made money out of it and he knows how and why.

In This Issue

OCTOBER, 1928

Timely Topics

| | |
|---|----|
| <i>Two Selling Seasons</i> | 53 |
| <i>Who Is the Public?</i> | 54 |
| <i>Organizing for Action</i> | 57 |
| <i>Television Today—Tomorrow?</i> | 94 |
| <i>As the Editors See It</i> | 99 |
| <i>To Help You Buy</i> | 88 |
| <i>Plug the Range In</i> | 81 |
| <i>From Still Another Dealer</i> | 86 |

Sales Stimulation

| | |
|--|----|
| <i>How Can We Sell More Ranges?</i> | 60 |
| <i>Wouldn't It Be a Good Idea?</i> | 66 |
| <i>Ring the 'Phone Bell First</i> | 74 |
| <i>Facts and Figures About the Traveling Salesroom</i> | 78 |
| <i>Why We Should All Sell Industrial Lighting</i> | 84 |
| <i>Reminder Selling</i> | 87 |

Merchandising Methods

| | |
|------------------------------------|----|
| <i>32% Increase in Sales</i> | 82 |
|------------------------------------|----|

Accessories

| | |
|----------------------------------|----|
| <i>Everything in Sight</i> | 77 |
|----------------------------------|----|

Health Appliances

| | |
|--|----|
| <i>"My Experience With a Health Appliance"</i> | 68 |
|--|----|

Irons

| | |
|--|----|
| <i>1 New Iron for Every 12 Customers</i> | 95 |
|--|----|

Lamps, Incandescent

| | |
|-------------------------|----|
| <i>Why He Won</i> | 64 |
|-------------------------|----|

Ranges

| | |
|--|----|
| <i>A Range Owner's Home Makes the Best Salesroom</i> | 72 |
|--|----|

Washers

| | |
|---------------------------------|----|
| <i>The Laundry School</i> | 58 |
| <i>20 At a Clip</i> | 80 |

Wiring

| | |
|---|----|
| <i>\$2,000 Worth of Winter Wiring</i> | 71 |
|---|----|

Display Data

| | |
|----------------------------|----|
| <i>Bring Them In</i> | 97 |
|----------------------------|----|

News

| | | | |
|---------------------------------|-----|----------------------------------|-----|
| <i>New Merchandise</i> | 100 | <i>Dealer Helps</i> | 105 |
| <i>Firing Line News</i> | 107 | <i>Searchlight Section</i> | 179 |
| <i>Advertisers' Index</i> | | 180 | |

McGRAW-HILL PUBLISHING COMPANY INC., Tenth Ave. at 36th St., New York, N. Y.

JAMES H. MCGRAW, President
JAMES H. MCGRAW, JR., V.-P. and Treas.
MALCOLM MUIR, Vice-President
EDWARD J. MEHREN, Vice-President
MASON BRITTON, Vice-President
EDGAR KOBAK, Vice-President
C. H. THOMPSON, Secretary

Electrical World Electrical West Ingenieria Internacional
Engineering and Mining Journal
Chemical & Metallurgical Engineering American Machinist
Radio Retailing Power Electric Railway Journal
Bus Transportation Engineering News-Record
Coal Age Construction Methods
Copyright, 1928, by McGraw-Hill Publishing Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is \$2 in United States and Canada

NEW YORK DISTRICT OFFICE: 285 Madison Ave.
WASHINGTON, D. C., National Press Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 1600 Arch St.
CLEVELAND, Guardian Bldg.
ST. LOUIS, Bell Telephone Bldg.
SAN FRANCISCO, 833 Mission St.
LONDON, E. C., 8 Bouverie St.

EVERYBODY Gains in *THIS Campaign!*



The SIX SHOOTER Campaign is a sure-fire money-maker for every Edison MAZDA* Lamp Agent. It overshadows every previous lamp merchandising activity in conception, organization and genuine sales

possibilities. ¶ Never before have Edison Agents had such a wealth of sales-creating advertising and sales material. And never before has there been a greater incentive to straight-shooting sales ability.

\$8000.00

in cash prizes will be awarded

for the best ideas on carton selling. Everybody in an Edison Agent's organization is eligible, from clerk to store owner. In case of tie, equal prizes will be awarded to tying contestants. The contest extends from September 1st to October 31st, 1928.

This month will decide the winners. Every Edison Agent has an equal chance to win a prize. And an equal opportunity to win increased lamp sales through active participation in the campaign. Read the current issue of *Edison Sales Builder* for full details.

*MAZDA—the mark of a research service

EDISON MAZDA LAMPS

GENERAL  ELECTRIC

McGraw-Hill Publishing Co., Inc.
JAMES H. MCGRAW, President
EDGAR KOBAK, Vice-President

Electrical Merchandising

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

EARL WHITHORNE,
Editorial Director
L. E. MOFFATT,
Managing Editor

VOLUME 40

October, 1928

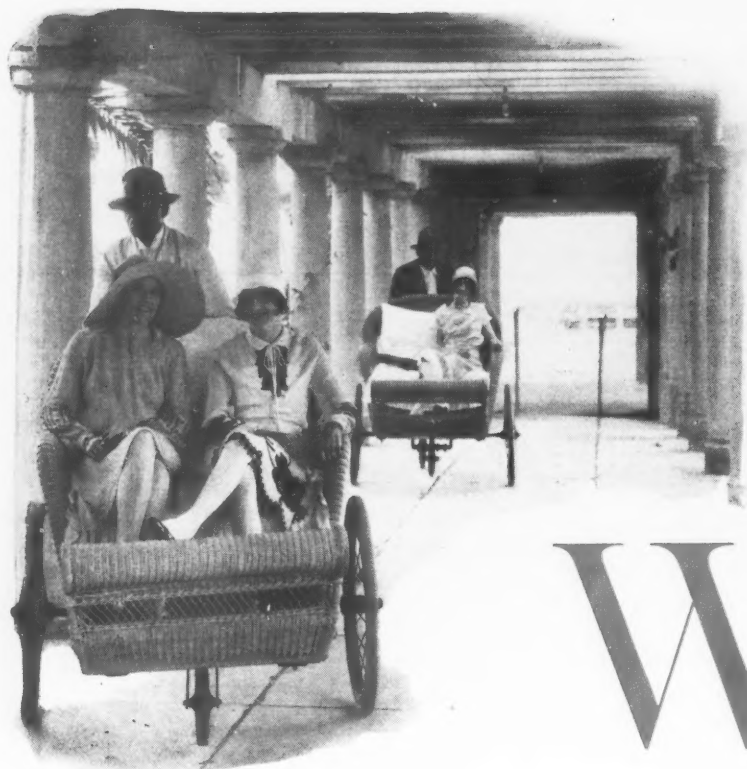
NUMBER 4

There Are **TWO** *Selling Seasons* *before Christmas*

THE Christmas season is a good selling time of the year for the electrical merchant. Certainly. But Christmas selling doesn't begin until after Thanksgiving and a first-class selling season is with us right now.

October sees our customers settling down for the Winter. There are few families who do not make some investment in new furnishings, new decoration or repairs around the house in these Fall months. New convenience outlets should be installed—work for the electrical contractor. The heating problem must be solved—an opportunity for the dealer selling oil burners. Summer's dust and Winter's soot call for vacuum cleaners. Mother goes back into the kitchen after a Summer at the shore and she wants a new range and, to complete the job, a new refrigerator, both of which should be electric. The demand for washers comes back strong in October after the Summer slump. Lighting of course is in everybody's eye, or would be if the dealer were profitably selling table and floor lamps, new shades for old fixtures and new modern fixtures for at least two or three rooms in the house.

It is poor business in October to sit around waiting for Christmas shoppers. We are, today, in one of the best selling seasons of the whole year. Let's talk about Christmas sales after the middle of November. Right now let's sell.



The SOCIAL LEADER



The JUDGE

WHO *Is*

ASK an average man to get up on a platform before five thousand people and recite the alphabet, and I'll lay you a bottle of Bardoli to a dose of castor oil that he can't do it. The reason is not that he doesn't know his A-B-C's. The reason is that the average man's cerebrum and esophagus will both shrivel and mummify the minute he is called upon to address what he thinks is **THE PUBLIC**.

Why this is so nobody knows but there is something about this idea of **THE PUBLIC** which seems to paralyze most of us. Privately and among friends we may be more vocal than a pet shop, but when we get up on our hind feet and try to

The BUSINESS MAN



The FLAPPER



The LOAFER

JUST
says
FRANK

make whoop-ee before **THE PUBLIC** the result, almost invariably, is sog.

Some refer to this as fear—they call it "stage fright." But it isn't fright or fear. It's simply that we don't realize that **THE PUBLIC** is just people, and that people are just folks—folks like you and me.

This fool mistake of thinking of **THE PUBLIC** as some great, vague mass of strange and fearsome beings instead of thinking of them as common, neighborly folks, has cost

the world a great deal of money. Just now it is costing the electrical trade a very, *very* great deal of money. Let's cut it out.

THE PUBLIC is folks.

You don't have to take my word for this—any man can prove it for himself. Ask yourself, who is **THE PUBLIC**? **THE PUBLIC** is the banker, the beggar, the flapper, the kid on the corner. Well, the President of your bank was once somebody's cuddly baby: the last panhandler that braced you was



The
BANKER



The
MECHANIC

the PUBLIC?

"FOLKS"—

B. RAE, JR.

once some hopeful girl's beau: the giggling flapper who is passing your store will soon be starting house-keeping in the same flat building, and the kid on the corner may end up at the head of a chain gang or a chain store.

They're all folks.

Which being so, why not *think* of them as folks?—why not *talk* to them as folks?—why not *treat* them as folks?

A friend of mine was put in command of a company of colored troops during the war. To a Northerner unaccustomed to negroes, the colored troops all looked alike—vague, indistinguishable, like a herd of black sheep—a blurred mass, as unreal and un-human as a Congo mob scene in a movie. You can imagine my friend's feelings, trying to handle a company like that. Finally, he asked his striker about it. "Jim," he said, "what's the matter with this outfit?—you're like a lot of mahogany-colored wooden soldiers." "Well, Captain, suh," answered the striker, "You see, you treats us as *sojers*, and we's *folks*." My friend caught the thought, and when he'd learned to know these black



The OFFICER

boys as folks and to treat them as folks he had a fighting company that would, and did, cross hell on a tightrope for him.

Maybe I've spun this out a bit, trying to get over my point—but the point's important. So long as you think of THE PUBLIC as a vague mass of strange and far-away humans, the task of selling them electric appliances is going to be tough and none too profitable. But when you learn to *think* of THE PUBLIC as *folks*—when you *talk* to them as *folks*—when you *treat* 'em as *folks*—why, then you'll have their confidence, their loyalty and their business.

As I sat in an important merchandising meeting not



The
HOUSEWIFE

long ago, I was impressed by repeated reference to THE PUBLIC. Several men wiser than I kept telling what THE PUBLIC thought about this and that.

Finally, I riz up.

"Who is THE PUBLIC, and when did It tell you all this?" I inquired.

Well, it turned out that THE PUBLIC consisted of 17,600,000 Average Electrified Households, and while no Average Electrified Household had ever actually called up these wise gazoops to whisper any confidential family secrets, nevertheless, as everybody knows, the Average Electrified Household contains twenty-eight-one-hundredths of an electric washing machine, and what anybody can do with twenty-eight-one-hundredths of an electric washer is nobody's wash.

I pointed this out to them.

Sezzi, "You fellows are quoting a lot of statistics, but who ever sold an electric appliance to a statistic? This Average Electrified Household you talk about doesn't exist anywhere except in a column of figures. The problem, as I see it, is to put on your galoshes and take a walk around the block, stopping at each house and asking the occupant thereof wotell they really think about this appliance business of ours. The answers will probably wake you up."

Well, they gave me the sour razberry. But it happens that I have grown to like sour razberries—I've been fed on 'em so long. So just to be contrary, I put on my own galoshes and went investigating. Understand, I did not consult THE PUBLIC: I went out and talked to folks.

* * * * *

The results were rather astonishing—as the truth always is when it applies to ourselves.

It was found, for example, that 20 per cent of the most recent appliances purchased by the twenty-four folks interviewed had been sold as result of a special deal—one was a direct sale by a manufacturer and all the rest were various "inside" price concessions which took the profit from the retailer.

It was found that all of these twenty-four families were immediate prospects for an average of more than one hundred dollars' worth of additional electrical appliances—get that: *every one* of them wanted *some* appliance and the average retail price of what they wanted was one hundred hard iron men per each.

It was found that three out of every four were strongly antagonistic to house-to-house canvassers and said that they would not buy from one coming to their door under any circumstances.

It was found that the electrical dealer—that is, the electric shop carrying a general line of appliances and devices—got one sale in six, the department store got one in three, the manufacturer's branch or agency got one in three, and the house-to-house canvasser got one in five. In this territory, it must be explained, the central station does no active merchandising.

Bargain inducements accounted for more than one-third of the purchases, high-pressure salesmanship for one-eighth, and one-fifth needed neither pressure nor bait but just went out and bought what they wanted when they wanted it and where they thought they could get good value.

But perhaps you had better look over the tabulations. They are the result of twenty-four interviews with *folks*—just plain, neighborly talks such as you might have with the folks next door or with some member of your Kiwanis Club.

I'm going to pause here while you lamp the dope.

WHAT "THE FOLKS" SAY ABOUT US

"Where did you buy your last appliance?"

| | |
|---------------------------------|---|
| Manufacturer's branch or agency | 7 |
| Department store | 8 |
| House-to-house salesmen | 5 |
| Central station | 1 |
| Electrical dealer | 3 |

"What induced you to make the purchase?"

| | |
|-------------------------------|---|
| Special deal | 5 |
| Bargain inducement | 4 |
| High-pressure salesmanship | 3 |
| Convenience of charge account | 3 |
| Voluntary purchase | 5 |
| Previous satisfaction | 4 |

"Where do you have your appliances repaired?"

| | |
|-----------------------------------|----|
| By friend or handy man in family | 19 |
| By neighborhood electrical dealer | 8 |
| By factory branch | 2 |

The duplication is represented by those who try to fix things at home and later take them out for expert service. Of the 8 who take appliances to dealer for repair, only 4 ever buy anything from him.

"What is your attitude toward canvassers?"

| | |
|--|----|
| Favorable | 5 |
| Antagonistic | 15 |
| Neutral | 1 |
| Susceptible to high-pressure salesmanship against will | 2 |
| Regrets purchase | 2 |

To the eight persons who bought their last appliance at a department store we asked—

"Why do you prefer to purchase at department store?"

| | |
|----------------------------|---|
| Better prices and bargains | 5 |
| Better terms | 2 |
| Charge account privilege | 3 |
| Exchange privilege | 1 |
| Reliability | 2 |

To the seven who bought their last appliance from a manufacturer's branch or agency we asked—

"Why do you prefer to purchase from a manufacturer?"

| | |
|----------------------------------|---|
| More thorough knowledge of goods | 2 |
| Better proposition or terms | 2 |
| Better service | 1 |
| Reliability | 2 |

* * * * *

Now, a point to keep closely in mind is that the above figures apply in *my* town: they may or may not apply in yours. It is up to each individual merchant to get his own local facts and figures—to interview the folks in his own neighborhood and develop his own plans and business strategy to meet his own conditions.

But in developing these plans and this strategy, it isn't enough to know *what* folks do: one must know *why* they do what they do. For example, it is pretty discouraging to the electrical dealer to learn that only three out of twenty-four purchases were made in his store, but before he can do much of anything about it, he's got to know

(Continued on p. 99)

Organized for ACTION

By MARSHALL E. SAMPSELL
Chairman Commercial Section N.E.L.A.

President
Central Illinois Public Service Co.
Wisconsin Power & Light Company

THE commercial activities of the electric light and power industry, with their growing importance, have tended in recent years toward a division of committee work into a number of parallel but differentiated lines of development.

In line with this trend, the Commercial Section N.E.L.A. has now been organized into separate bureaus, each under a vice-chairman of the section, dealing with merchandising; lighting, commercial and industrial power and heating; and a general commercial bureau.

Instead of holding three annual meetings for the entire section, the respective bureaus will convene separately at the call of their vice-chairmen whenever they deem it necessary.

Vice-chairmen will be charged with the full responsibility of planning and executing their own objectives, consistent with the general policies of the N.E.L.A. Vice-chairmen will approve, or reject, committee reports as issued. They will then forward these reports to N.E.L.A. headquarters for review. They then will go to the Chairman of the Commercial Section for final approval.

This organization gives splendid opportunity to each vice-chairman. The Executive Committee is committed to a policy of individual responsibility, mobility, and—as far as practical—continuity of service in its major undertakings. This course, it seems to me, is particularly advisable in matters involving nationwide education and participation. The promotion of the sale of electrical merchandise by the National Electric Light Association certainly falls under this classification.

It has been thought best to eliminate as far as possible the general sessions of the Commercial Section. The bureaus will meet at the call of their respective vice-chairmen and this should speed the work. Certainly it will relieve many utilities from the embarrassment of having one or more of their top sales executives away from headquarters two and three weeks a year due to this demand on their time.

Effort has been made to pick seasoned timber for all bureau positions. These chairmen can initiate programs of broad scope and will be encouraged to work them out. If a committee job is being administered properly, the man responsible should be induced to remain as the head of that committee until his approved plan has attained its successful culmination.



The duty of the Chairman of the Commercial Section is, primarily, that of a general advisor, co-ordinator and perhaps even of taskmaster when the occasion demands it.

We should carry forward a policy of live and let live trade relations. It is imperative that independent retail outlets be supported and in concrete manner. All plans for the promotion of electrical appliances will embrace this consideration.

Specifically the objectives of the new merchandising bureau, as discussed at the recent organization meeting in Chicago, are as follows:

Electric Ranges—The merits of electric heat are to be stressed. Two schools for range salesmen will be held in the near future.

Electric Refrigerators—A broad educational program will be continued. This is completely co-operative in character and reaching into numerous channels of promotion regarding refrigeration as protection to health.

Merchandise Sales—The bureau will develop present policies covering trade relations, concurrent advertising, reconciliation of accounting systems and the campaign for more kilowatt hours per home. Quantity sales of equipment to professional builders is a new activity to be prosecuted.

Home Lighting—Better illumination plus decorative equipment will be the keynote of this work. An analytical survey to determine where lighting load comes from will be undertaken.

Wiring—We will continue to work toward reducing the cost of wiring homes.

Other bureaus have taken hold of their programs in an equally aggressive manner, and, with the splendid personnel of the Section and with the prevailing spirit of co-operation and desire to *work*, so much in evidence at the Chicago meeting, I look forward to a year of constructive progress.

325 women attended a school in Aurora, Ill. 81 requested home demonstration of washers, ironers or cleaners.

In Aurora, Ill., 150 women visited the school on June 28 and 175 attended the following day's session. Twenty-five per cent requested a home demonstration and further information concerning either the washer, ironer or vacuum cleaner. This affair was held under the auspices of the Western United Gas and Electric Company. At Fond Du Lac, Wis., after a school conducted by the Wisconsin Power and Light Company, home demonstrations were arranged for the following appliances: 11 electric washing machines; 9 vacuum cleaners and 4 ironers. These requests represented 15 per cent of the total attendance. At Bartlesville, Okla., total attendance for the two days was 565. To date 43 washer sales have directly resulted.

The manufacturer provides the advance man, the lecturer and the demonstration incidentals. The utility furnishes the hall, the publicity and the contacting salesmen.

Schools are held in the afternoon. Evening sessions were proved less satisfactory. Two meetings, on successive days, is the usual schedule.

The following topics are covered in the home economist's speech: history of laundering; kinds of fibres; sorting; how to wash silks and woollens; types of soil; the washer and how to operate it; temperatures; actual demonstration; stain removal; rinsing; bluing; hanging out; drying; machine ironing; brief talk on the cleaner.

After the lectures salesmen invite women in the

These ads, distributed as handbills and appearing in daily papers, brought the crowds.

School—User Education Sells WASHERS



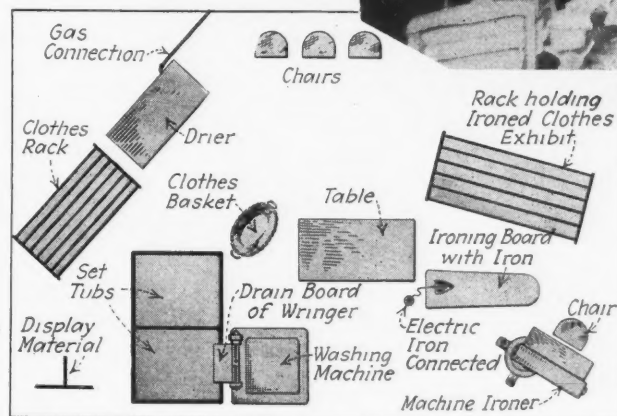
The Illinois Power and Light Corporation sponsored the two day school in Aurora, the second day being given over to a demonstration for colored people.

audience actually to try one of the connected ironers, conveniently placed along the side walls. Something like a third of those present are sufficiently interested to make this personal trial. The following printed on a prominently displayed sign which offers a free towel as an incentive:

"All ladies present will be given the opportunity of seeing how easy it is to use an ironer by running two guest towels through it. Those who iron these towels will receive one with our compliments. If you do not find an occasion during the session to operate the ironer please remain and ask an usher for details."

On the platform with the set tubs, appliances, table, etc., is a large rack hung with a comprehensive collection of freshly ironed garments. Near this exhibit is a sign which reads:

"This batch of ironing took — minutes to finish on the Federal Folding Ironer. How long would it take you



This floor layout of appliances, clothes basket and racks for clothes was found effective.

to do it the old way?" Identification of the sales force is secured by having each member present in the capacity of usher, and later to assist in dispensing the light refreshments. Salesmen also distribute an instruction booklet entitled, "Home Laundry Manual."

Without exception salesmanagers, it is reported, are highly enthusiastic concerning this promotional enterprise.

How Can We Sell

AN ARTICLE published in the June issue of *Electrical Merchandising* embodied the results of an investigation into the market possibilities for electrical ranges.

This study showed that there were nearly eight million homes connected to power lines, with rates which made range operation economical and practicable. This study also showed that the electrical industry was not capitalizing on this potential market to any considerable degree. In the competition for range business, we were far behind gas and kerosene ranges. Less than ten per cent of these eight million homes have electric ranges. Range sales are on the increase but still at too slow a rate. What are we going to do about it? How can we sell more electric ranges?

After a study of some months, carried on by correspondence and interviews with the heads of home service departments of utilities, leading domestic economists, publication institutes, and others, it is apparent to the writer that people do not buy electric ranges, not because rates are high, but because they have not been told enough about the electric range to convince them that it is a desirable cooking medium.

Selling ranges is an educational job. The general acceptance of electric range cookery involves the re-education of the housewife to better cooking methods.

Scientific cookery is not only possible but necessary with electric ranges. We must get electric cookery, with its perfect convenience and superiority and sureness of result, accepted as an important step in improving the standard of living.

HOME economics women all over the country are intensely interested in electrical household equipment, but it would seem that they are awaiting a more active leadership by the electrical industry before rallying actively to the support of the electric range. They have already done some very good work in preaching electrical cookery in spite of a lack of uniform nation-wide range promotion.

Some very interesting side lights on the housewife's reaction to the range are given in statements made by prominent home economists in reply to questions put to them concerning the electric range.

Dr. Louis Stanley, Chief of the Bureau of Home Economics, U. S. Department of Agriculture, made this reply:

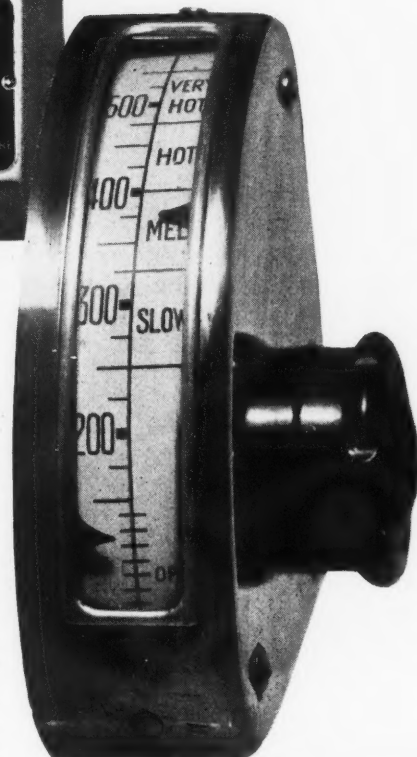
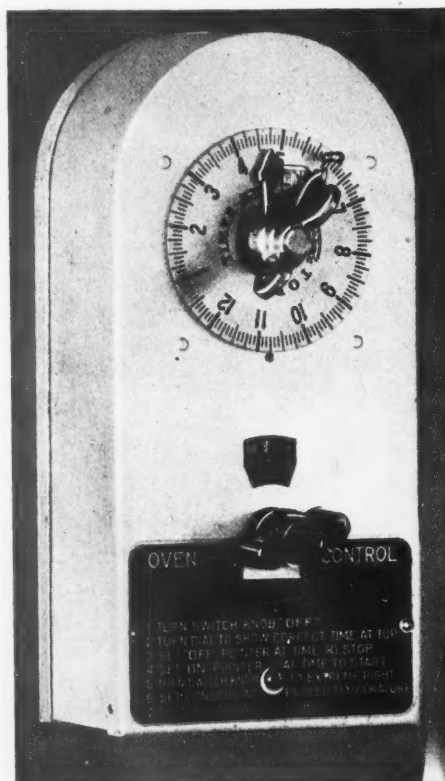
"I think the whole question in regard to the electric range is that cooking methods need to be changed for the electric stove. At least, there are such definite modifications that it almost means re-education of the housewife. This is especially difficult since the directions which are

gotten out have to be quite in detail. I do not believe that much progress is going to be made until some more definite educational program has been planned."

Here is another pertinent reply to my request for an expression on the electric range by Mrs. Della T. Lutes, Housekeeping Editor of "Modern Priscilla" and Director of the Priscilla Proving Plant:

"In the matter of the efficiency of the electric range as compared with ranges employing other fuels, our experience has been a most satisfactory one. We have tested several electric ranges and from the best of these we have had an operating service satisfactorily comparable to that of the gas stove, which is, of course, infinitely preferable to the coal range. We do not consider that the electric range is less efficient than an oil range, only of course that it is more expensive to operate.

"Women are not naturally 'prejudiced' against new developments in household equipment and usage. They probably were at one



time but through the educational work already done they are eager to know and acquire labor-saving devices of the most modern kind. The abuses of the electric range lie, of course, in the ignorance of its use. Where people have careless servants the operating cost is likely to mount. The housewife herself needs educa-

More RANGES?

Education
is the
ANSWER—

say home economics women. Time and temperature control of electric range ideal for the newest culinary gospel—oven cookery.

By
FLORENCE R.
CLAUSS

tion as to the proper method of cookery.

"It seems to me that the electric appliance manufacturing companies need to put on an extensive national educational campaign through various means: advertising, editorial and personal demonstration. Much education is necessary. People have no prejudice against electricity. It is the cost of equipment and operation that lies in the way. Nothing but education will overcome this."

I am taking the time and the space to present the viewpoint of these women because they are the key people of the household field and their expression is an indication of the attitude of the great army of American housewives, the purchasers of your wares. It is inter-

esting to note that the replies made to my questions on the electric range are almost identical.

Mrs. Mildred Maddocks Bentley, Director of Delineator Institute, has this to say about the electric range:

"I am afraid it is true that there is some resistance to electric ranges on the part of the American housewife that needs to be overcome by information and education. The three points of this resistance, I should say, are, one, initial cost; two, uncertainty of operation cost,



high operation cost and complicated rate scales; and three, fear of slow results both in baking and boiling. All of these points, I believe are affected by the past history of electric cooking. The housewife has been influenced by tales of the early electric ranges which were frequently improperly used either by housewives or servants and ran the bills to unreasonable amounts. To offset this she has not been hearing, reading or seeing enough about the excellent baking and broiling results obtained with the electric range, the convenience of the automatic thermostat for controlling both time and temperature, the evenness of cooking as it affects flavor and the successful results of electric cookery. The ineffective low wattage oven elements of the early ranges have made an indelible impression on the women's minds, which will have to be counteracted.

"From our correspondence we believe that women today are very much interested in electric ranges, but are fearsome of both the initial cost and the cost of operation. They are very open-minded, we find, on the subject of electrical cookery."

The re-education of the housewife is a big task. Without exception, the home economics women interviewed emphasized the importance of educational work among housewives. How this educational work should be car-

ried forward is, therefore, the logical question. The younger generation have already begun this great educational plan, by bringing into the home the new housekeeping standards gathered from their attendance at home economics classes at public schools, elementary junior high and the high schools. Adult education is also being carried on by many agencies.

IT IS wise for home service women and for range salesmen to give absolute facts on range performance. We have had too much sugar-coating of so-called disadvantages in electrical equipment, with the result that a woman looks for a too-perfect device and will not make allowances for even slight variations in performance. Many range people tell customers that methods in electric range cookery are absolutely similar to those used when cooking with other fuels. This is only in part true. The same cooking methods cannot be used with entire satisfaction.

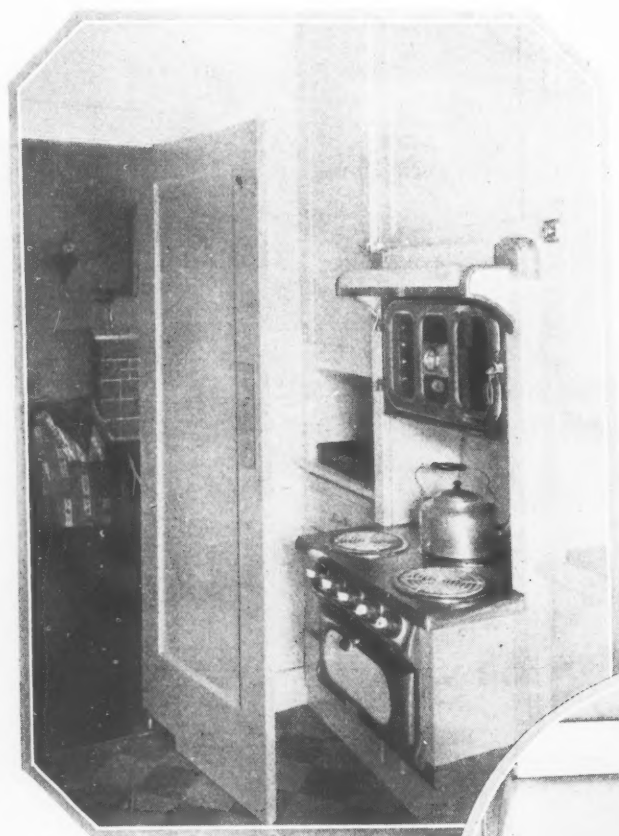
What then are the outstanding characteristics of electric range cookery? The following brief summary of methods of cooking and some pertinent suggestions for selling come from the experience of many home service experts as told to the writer:

Top stove cookery, where a large amount of water is used in cooking foods, is slower on the electric range than on the gas range, for instance. Boiling of water is slower, and, of course, making of coffee. But with the "waterless" cookery advocated by authorities who have made a study of food preparation, the quantity of water is cut down to a minimum, as it is merely necessary to cover the bottom of the pan—about a half cup of water—thereby cutting down the quantity of water to be heated and the cooking time, steaming the food, and, in the case of vegetables, preserving the precious vitamins which our grandmothers usually threw down the sink. With these modern cooking methods, it is not necessary to heat a large quantity of water to cook a few vegetables and electric range surface cookery is as rapid as necessity demands. For the preparation of coffee, it is recommended that an electric percolator be used plugged into the appliance outlet of the range. This method will give excellent results and eliminate the heating of water on the surface unit.

The time necessary to raise the temperature in the electric range oven to the baking or roasting temperature, is actually less than in a good gas stove. And once heated, because of the excellent insulation, the electric oven will retain its heat for hours, permitting a good part of the cooking to be done on retained heat.

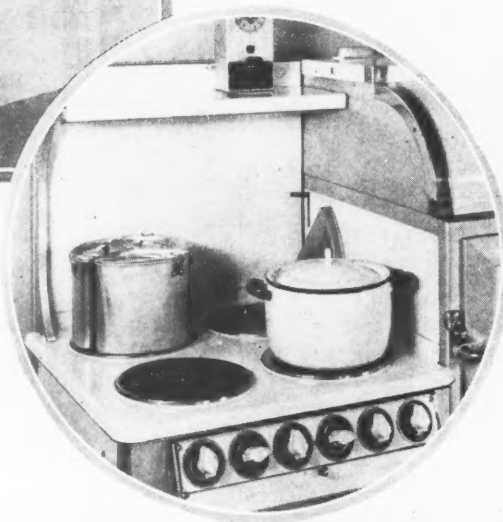
One of the conditions contributing to successful electric cookery is the intelligent planning of meals. With a little ingenuity, women can greatly cut down operating costs by planning meals that can be cooked at one time in the range oven.

Time and temperature control and the absolute flexibility of the electric range are the points which register with the housewife. Every woman will appreciate the



One of the great markets for the electric range is the modern apartment house. Where space must be conserved, a built-in range like this makes an ideal installation.

Several factors contribute to economy in top-range operation,—the new "waterless" cookery and the use of triplicate saucepans, cooking three vegetables, for instance, over one burner.



excellent results of automatic temperature control and the freedom from the kitchen made possible by the automatic time control. In the new cookery, temperature plays an important part and all new recipes give exact temperatures. The "hot," "moderate" and "slow" oven are now obsolete expressions.

Granting that rate and installation costs are moderate, there is absolutely no obstacle to the sale of the range, if the story is properly told. But, even with the wealth of sales material and the unqualified success in scientific cooking achieved by the use of the range, the story needs repeating. The old bogey of slow heating has slunk away, defeated by new cooking methods. Nowadays, the modern wife does not wait until she sees her husband coming up the front steps before she puts on the potatoes and drops the meat into a pan. She places the dinner in the oven before she leaves the house for an afternoon's entertainment, and sets the time temperature controls, knowing that the dinner will be ready for serving when she reaches home at dinner time.

Another factor contributing to the success of the range is the use of proper type pans. Some range manufacturers offer cooking utensils especially prepared for use on their ranges. These pans have straight sides and entirely cover the burner, allowing none of the heat to escape. With the round side pans, only the small bottom gets the heat, the rest of the heat being dissipated into the room, with a consequent loss of efficiency. Another important item is the tight-fitting cover which will also prevent the loss of heat. Flat, shallow pans are best, authorities claim, as they save the heat that ordinarily would be taken to heat the tall sides of a deep pan.

In selling a range, a customer should be guided into selecting one that will best fit her needs. For instance, if she has very limited space in her kitchen, she may not have room for a full-size range, and may need one which has the oven beneath the top-stove elements. On the other hand, if space permits, the number of persons for whom she must cook is another factor deciding selection. The size of the oven is very important, since the popularity and convenience of oven-cooked meals. It is necessary, therefore, that the oven accommodate the utensils required for oven cookery.

THE salesman or saleswoman selling a range has a great responsibility to the customer and should see to it that the customer understands perfectly the operation of the range and the cooking methods most successful in the use of this fuel. The saleswoman's work really starts after the range is installed and ready for operation. Either she or a member of the home service department should be present when the switch is turned on for the first time, to preclude any blundering on the part of the customer, bringing possible dissatisfaction with the first use of the range, with a consequent very unpleasant psychological effect.

It is well, if possible, to avoid comparisons with ranges of other types, either in initial or operating costs or in



Women are enthusiastic about the time and temperature controls of the electric range. They like the idea of freedom from the kitchen without the sacrifice of the daily, well-prepared dinner.



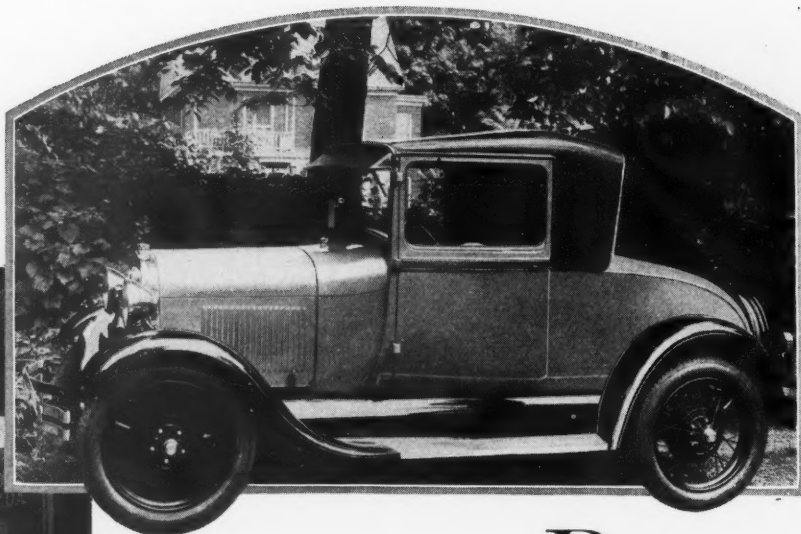
Modern cookery methods make use of the oven in cooking an entire meal at one time, resulting in economy of operation and in the saving of time. Oven-cooked meals are better-cooked meals, for precious vitamins are preserved.

cooking results. There are so many factors entering into operation costs and in cooking results that it is folly to attempt to catalog them. The customer herself is the test of a high or reasonable operating cost and of success or failure in the use of the range, for it is her direction of her new servant that leads to good or poor results. There are so many good talking points for the range—its cleanliness, its ease of operation and convenience, its flexibility and the savoriness of oven-cooked or waterless-cooked foods that comparisons are forced and unnecessary.

FORTUNATELY, the outlook for the education of the housewife in modern cookery is bright. Women eagerly accept instruction in housekeeping subjects. As Katharine Fisher of Good Housekeeping Institute expressed it—the housewife is the most patient creature in the world in the matter of housekeeping methods and will try and try again to master equipment and formulas that will benefit her family. Millions of housewives want to be told about the new cookery—the use of time and temperature control, oven and "waterless" cookery, resulting in perfectly-cooked foods and in health and well-being for the family. You have the audience. Now tell the story!

The CONTEST

(National Lamp Works "Get-a-way" Drive)



The PRIZE

(A Brand New FORD Car)

Why HE

149% Increase

1. Window Display

- Eight solid lamp windows.
- Store front painted National blue with white lettering on sign.
- Large arrow sign on front of building pointing down to doorway, reading "Buy Lamps Now," lighted by 1,500 watt lamp.
- Traffic cop poster standing in doorway, reading "STOP! Don't rob one socket to fill another. Fill them now! 6 lamps only \$1.38."
- Three Blue Carton Lanterns as well as illuminated sign in front of store.
- Window and Lanterns kept lighted during evening.

2. Store Display

- Neat, orderly open display of lamps in the blue sleeves arranged on either side of the attracter and demonstrator.
- Special lamp tester for lamps of mogul, medium, intermediate screw, and candelabra bases; also 32 volts and 220 volts. Tests every lamp sold before customers.
- Printed signs featuring prices of lamps in carton quantities.
- Four Star Diploma prominently displayed.
- Large lamp demonstrator with sign featuring prices of lamps in carton quantities.
- Price card conveniently placed.
- "How Are You Fixed For Lamps?" signs throughout the store—on the telephone and even on the door of the safe.
- Prominent shelf display of blue cartons.

3. Asking Folks to Buy

- Asked every customer "How Are You Fixed For lamps?"

- Talked lamps only in carton quantities.

- Had "How Are You Fixed" slogan so firmly fixed in his mind that he sometimes started to say it when he shouldn't.

4. Outside the Store

- Painted delivery truck National blue with white sign. Large blue carton on side, also "How Are You Fixed" sign.
- Had a number of signs made with name and large lamp bulb, to put up on buildings and homes that he was wiring.
- Sent each house, business place and farms on R.F.D. a blue card advertising lamps and offering a lamp demonstration if card was returned.
- Used a repair tag, the stub of which reminded the customer to buy lamps by the carton.
- Keeps an index file card system showing every size bulb used by every down-town office, store or business place. Free lamp service—replaces any lamp and cleans fixtures for price of lamp only. Builds good will and gets wiring jobs in this way.



The JUDGES

(Earl Whitehorne, C. Earnest Greenwood, Joseph A. Fowler)

The WINNER

(Budd Goodwin, Budd's Electric Shop, Adrian, Michigan)



WON

in Lamp Sales

- f. Secured 8 new Form E contracts during the contest.
- g. Lighted up Grotto Shrine of local Catholic Academy.
- h. Has a ball team—"Budd's National MAZDAS" which is holding second place in Amateur Industrial League. Box scores in newspapers all show the team's name. This was a source of valuable publicity.
- i. Showed movies of Nela Park and lamp manufacture to schools, Boy Scouts, Exchange and Rotary Clubs, and in store.
- j. Bought a number of copies of newspaper, had "Buy Lamps Now at Budd's Electric" printed in red on first page, and distributed them in residential districts before regular edition of newspaper was released.
- k. Had many news notices of his sales activities in daily papers.
- l. Sold better lighting to factories.
- m. Helped Boy Scouts to earn money for camp by getting them to sell lamps.

Who Is GOODWIN?

In 1922 a young man nailed his shingle over the door of an Adrian, Michigan store. It read: "Budd's Electric Shop, headquarters for electric fixtures, lamps and service."

Budd Goodwin—ex-motorcycle racer, ex-trap drummer, ex-central station man and ex-soldier—had entered the electrical business "on his own."

In 1926 he won third prize in the National Lamp Works' incandescent lamp contest for dealers. In 1927 he gathered in fifth place in a similar contest. And now he has been awarded first prize in the company's Get-A-Way Contest for increasing his April-May sales 149 per cent over March.

If when all the sockets were empty a lamp card were hung out—



Wouldn't it Be a Good Idea?

By C. GRUNSKY

SOME of the most interesting ideas to be met with in the merchandising field today are those which their originator has never put into effect. Perhaps he thought of the scheme too late to incorporate it in his own business, perhaps local conditions make it unfeasible to try it out; possibly it involves the co-operation of others for its success so that it may be a long time before the necessary agreement can be reached. The electrical industry is full of such "pet ideas," some of which are outlined below, with the thought that they may prove interesting and stimulating to others.

Applying The Ice Card Idea to Lamps

The salesmanager of one Pacific Coast Power Company recently made a survey of the residences on their lines, with the result that he came to the conclusion that 10 per cent of the lamp sockets in the average home are

always dark. The reason for this, in his opinion, is that the housewife does not keep the matter of lamp replacements on her mind. It is not one of sufficient importance to warrant a special trip and when she is in the neighborhood of an electric shop she does not happen to think of this particular household need. His suggestion is that the bill collectors of the company be trained to ask if lamps are needed whenever they call to present the monthly account. Should the householder express a need for lamps, the collector provides her with a card reading "LAMPS," similar to the ice card with which all are familiar, to be hung in the window. A light delivery truck outfitted with a complete stock of lamps would follow in the footsteps of the collectors and would pick up these cards as it went, making delivery of the lamps within a few minutes of the time the card was put out.

Shallow Drawer for Counter Displays

When C. A. Rowley of the Rowley Electric Company of Pasadena moved into new quarters he incorporated all the ideas he had been accumulating through years of experience. Even at that, however, he did not achieve perfection, for there is one scheme he has thought of since which he hopes to put into effect some day when his next remodelling takes place. That is to provide a glass counter at the wrapping desk where people stand waiting for their packages, under which a shallow drawer will be inserted for the display of small articles likely to be overlooked. This would be but two or 2½ inches in depth and partitioned off into neat square compartments. The items on display would be neatly arranged and used purely as samples, sales being made from other stock.



If a glass counter at the wrapping desk displayed small items—

¶Seat the Customer

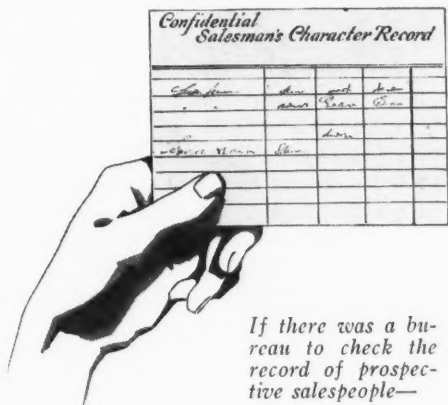
When the housewife goes into the wall paper establishment to pick out the covering for her walls, she is seated in a comfortable chair, an easel placed before her and the paper is shown her, one example at a time. Ray Weisbrod of San Francisco suggests treating the electrical customer in the same way. A table, a cushion, or a floor mat might take the place of the easel, but the comfortable chair and the individual showing of each appliance would enhance the favorable impression produced by each in turn.

¶Half the Store for Windows

The most important part of the store is the front half. Why not make it all front half, is the idea of the Shasta Electric Company of Redding, California. When this company rebuilds, it plans to make at least half its floor space into windows. This will give feature importance to this section and then start the rear half of the store in as an area equivalent in importance to that formerly held by the front half. Deep window displays afford opportunity for effective and varied displays—they attract people in for shelter and offer convenient meeting and waiting places—they encourage evening window shopping; they are, in the opinion of the Shasta Electric Company, vastly more important than any other use to which the equivalent space could be put.

¶Salesmen's Directory to Check Sales Force

The Credit Bureau to which a retail merchant can turn for information in regard to the credit standing of a customer has been of invaluable service to the store endeavoring to avoid poor credit risks and bad accounts. Why not establish a similar service to which the employer could turn for information in regard to salesmen, says T. J. Buford of the Buford Electric Company of Fresno. Under present conditions the unscrupulous salesman who has been discharged because of his questionable methods need only to move on to the next town or to switch to another industry to find employment where he can repeat his tactics. A central bureau which would keep a confidential record of information furnished by employers could furnish the prospective employer with data which would frequently save him from much trouble.



¶Fixed Price on Repairs

If the customer were furnished with a list of repair prices in advance so that he knew exactly how much it would cost to have a vacuum cleaner overhauled, or a cord mended, he would be much more likely to bring out the sick appliances on his shelves and from his closets to have them put in order, in the opinion of E. L. Knight of Portland, Oregon. Every dealer who has had experience with repair work knows how much time such stand-

If the customer were comfortably seated while she looked at merchandise—



ard jobs will take and about what repair parts will be needed. Frequently he has not put this information anywhere in writing, but he can usually fix a price in advance merely by looking at the job to be done. Why not let the customer in on this secret, too, so that he knows he is being served on the same basis with others? As it is now, he does not know in advance whether his job will cost him fifteen cents or five dollars and when he does bring his article to the store, he must trust to his faith in the integrity of the dealer that he is being given the same price as his next door neighbor for the same job. It would be simple enough to work out all major repair jobs on a basis of the average time and materials involved and to fix a price for each which could be printed and sent out to customers. Who knows how many appliances might be dragged forth into the light of day if their owners knew it would not cost too much to put them in condition?

¶Canopies for Display Booths

The sale of small appliances and the accessories has been increased some twenty per cent since the out-in-the-open method of display has been adopted by the Medford Electric Company of Medford, Oregon. At the present time these articles are spread out on tables on flat surfaces, or built up, tier effect, around the walls and down the center of the store. The plan of Mr. W. F. Scheffel to improve the appearance and the usefulness of this display space is to build each of the individual tables into the semblance of a fair booth, with a counter surface and a canopy overhead where lamps and fixtures can be displayed.





They SEE

My Experience With a **HEALTH** *Appliance*

By Philip G. Groenewold

*Contractor-Dealer
Springfield Gardens, N. Y.*



IF A SALESMAN had told me, four months back, that I could double my appliance volume without increasing sales expense by adding a single, new electrical item to my stock, he would soon have been dogging-it double-quick for the door. Wildcat wonder-workers and get-rich-quick gadgets are quite, quite common in this business and I have become mildly skeptical.

Yet this is precisely what I have done—added a new item and doubled my appliance volume while my sales promotion budget has remained “status quo.”

I’ve evidently found an appliance with IT.

* * *

In 1927 my sales totalled \$40,000, or thereabouts. \$30,000 worth of this business was in wiring and fixtures, the remaining \$10,000 in washers, cleaners and a miscellaneous line of household electrical appliances. Four months ago I took on a line of health exercisers. (Savage). Since then—and it has surprised me—I have

sold 28 of these exercisers at \$122.50 each, a volume of business which exceeds the *total* value of my appliance business in a corresponding period in 1927.

I have done absolutely no newspaper or direct-mail advertising and no canvassing of any description to get this business but have merely sold the appliance over the counter and to friends of those local people who bought my first machines.

* * *

FOUR months ago a salesman came in with one of the things under his arm. He jacked it up on the counter and started: “Reducer-exerciser—good for rheum’tism, sprains, sore muscles—nation’ly advertised—lotsa people wanta get thin—try it out,” he told me, expertly speling off a couple of pages of sales manual.

He did not ask me to sign on the dotted line so I let him leave it on the counter.

That night I tried it. Boy, what a workout! Ever get a massage at your barber’s and have him run the vibrator over your chest and shoulders? Remember the peppy feeling it gave you? Well, that’s the way this exerciser made me feel—ten times over. Naturally, I could not tell whether or not it *reduced* but I was convinced that it would at least be pleasant to use until I had given it a fair trial. I used it, night and morning, for a week and altered a few annoying contours. My wife tried it and liked it.

They TRY Then BUY



So I mailed a check to a Jamaica distributor and the exerciser remained on the counter.

* * *

A friend of mine, a local banker, came into the store, saw it on the counter, asked what it was, tried it and bought—for spot cash. He had been reducing at a gym and found the process trying. After using the exerciser for a week he became so enthusiastic that he recommended it to his brother in Jamaica and to two friends, one living in Forest Hills, the other in Bay Ridge, even going so far as to secure their permission to have me call with a demonstrator.

I called and sold all three for cash. So my first customer, sold "over-the-counter," brought me three more sales.

* * *

A pipeless furnace manufacturer, overweight, came into the store. He asked me to let him take an exerciser home for a week's trial, which I did, and he bought it and then sold two other machines for me, one to his brother-in-law who had a stiff leg and the other to a friend who was also overweight.

* * *

Another Springfield man, a plasterer suffering from muscular rheumatism, came in for a \$10 hand vibrator. I showed him the exerciser, let him play with it while I

was getting out my stock of vibrators and then sold him the \$122.50 appliance for cash.

He brought his boss down to the store a week later and I sold the boss, who in turn gave me the name of a professional masseur. I called on the masseur, sold him an exerciser for his business.

* * *

During the second week a woman came in for some small item—I've forgotten what it was. She had wrenched her back opening a garage door and her doctor ordered massage treatments three times a week—at \$10 a throw.

She took home an exerciser on trial, bought it, then gave me the name and address of a friend of hers who was suffering from some muscular stiffness. I called at this woman's home in Manhattan and closed another sale.

* * *

A woman came in from Richmond Hill to make a vacuum cleaner payment. Varicose veins in her legs caused considerable pain and constant massaging was necessary. She tried the exerciser, bought it. Another woman customer saw it on my counter, placed an order for one to reduce and her husband now uses it for the treatment of chronic indigestion. Another local man has bought one for his young son, who requires daily massages for the treatment of paralysis. The cashier of the

bank owned by my first exerciser customer bought one over-the-counter.

And so it has gone. They see, they try, they buy. Then most of them become so "sold" that they go out of their way to produce new business for me.

FROM the first, an exerciser has remained on my sales counter, up with the twine, paper and cash register. That's where people who come into the store invariably see it and nine out of ten ask about it while I am filling their orders for other merchandise. So if I have a step-by-step sales plan the first step is to

Keep it on the counter

The next step, once a customer has asked about the exerciser, is to

Get them to try it at once

The efficiency of the appliance as a reducer cannot be demonstrated in five minutes. But five minutes of use so tones up the system of the prospect that he or she actually *feels* better.

Make no mistake about it—this vivifying effect has a sales wallop that absolutely knocks 'em off their feet. It has a wonderful demonstration value. Get the strap around their back. Start the motor. You can see their expression change from one of mild curiosity to pleasurable surprise as the exerciser gets in its work. And while they are feeling as if they could lick their weight in wildcats \$122.50 looks surprisingly less like the French war debt.

The third step—which is largely responsible for my volume of health exerciser business at low cost—is to

Use the user—plenty.

The exercisers which I have sold *do the work* and all of my customers are health exerciser enthusiasts. So leads have been coming in more or less automatically. However, there is a saying in retail circles: "Headaches come to him who waits," and I have not been content to let this lead proposition work itself out. Rather, I have made a special effort to make the most of it, to work it to the bone.

Most of my early sales were deliberately made to socially prominent townspeople. A banker, a local manufacturer, a lawyer, are included in this list and I purposely went out of my way to sell them. Obviously, if the exerciser makes boosters of its users, these users might just as well be people with a large acquaintance or following. Then again such men would be likely to have acquaintances financially able to buy a \$122 appliance. So I used these men as a nucleus for my health exerciser business and I believe this effort is reflected in my record of cash sales as well as in volume.

Twenty-five of my exercisers have been sold for cash, though a few of them were allowed to remain in homes for a week on demonstration. The remaining appliances were sold—\$22.50 down, \$10.75 per month for ten months.

The majority of my sales have been store sales. Where I have gone out with an appliance it has usually been to the home of a prospect *known* to be receptive to the story. It has been more of a demonstration and

delivery problem than a high-pressure sales problem and aside from my own time it has cost me nothing at all to obtain nearly \$3,500 worth of additional appliance business. If it *was* a high-pressure proposition and required heavy advertising heavy promotional work and a lot of outside selling without leads, I could never have put it over. Most of my time is necessarily spent in the field on wiring and I am not in a position, financially, to do an extensive and expensive advertising job.

Aside from the low cost of selling through satisfied users, I honestly believe that I will sell more health exercisers in Springfield by concentrating on this method than by advertising heavily. The device actually sells best in this way and I think that for the present, at least, other methods of obtaining sales are less suitable. People know very little about the health exerciser and unless approached in a very conservative manner are apt to classify it as a "gadget." Any attempt to

expand the business rapidly would, I think, prove absolutely deadly.

Newspaper advertising might make people *curious*. Their friends unquestionably pack a conservative, yet powerful and convincing sales punch.

I HAVE noticed that most manufacturers' advertising shows women in the various stages of undress, using an exerciser. This naturally has its little eye appeal, but I thought that in addition it was designed to imply that women are the best exerciser prospects.

This has not worked out in Springfield. On the contrary, 21 of my 28 sales have been to men. They seem to have the money to spend and are just as "finicky" about their personal appearance as any woman.

Men seem to know intuitively that the "Belt line is the danger line." And just as with the other major electrical appliances, many exercisers are bought to benefit the entire family. Women usually bring their husbands to the store before purchasing. *The whole family uses the exerciser.*

IT IS really surprising what the machine will do toward removing the soreness from muscles and joints and generally easing pain. Many of my customers were interested in this feature.

But most of them bought to *reduce*.

The "keep up with the Jones'" attitude that induces a family to buy a new car every year or two, new clothing when style dictates, new homes when financial and business success permits, sells the health exerciser so that both man and wife may "keep up with the Jones" in *personal appearance*.

If "outsiders" see the automobile, the home, the furniture, the clothing—they certainly notice personal appearance.

Perhaps we now have an electrical appliance with the strongest appeal of all.

At any rate, in Springfield, they continue to See, to Try—then to Buy.

¶ *"I do a \$40,000 business—\$30,000 in wiring and fixtures, the balance in household appliances."*

¶ *"Four months ago I bought a health exerciser."*

¶ *"I have since sold 28—at \$122.50—over the counter and to friends of satisfied users, doubling my appliance business without increasing sales expense."*

\$2,000 Worth of Winter Wiring sold by one direct-mail circular

Iowa contractor's campaign moves
126 meters from attic to cellar

"DO AWAY with the annoyance of the meter reader's monthly pilgrimage through your home. Let us move your meter from the attic to the cellar."

This message, sent through the mails to 600 Waterloo, Iowa, residence customers, produced \$2,000 worth of wiring business for the Walker and Myers Electric Shop last fall—just when the contractor-dealer needed this business most. The company sold, as a direct result of the circularization, not only this additional wiring but \$2,040 worth of refixturing, \$300 worth of repair work and \$450 worth of extra wiring and outlets.

People were interested in moving their attic meters to the cellar, as response to this circular showed. In addition they were in the market for other work and equipment which Walker and Myers salesmanship sold after the entrée into homes had been obtained by the meter-moving work.

William Walker, a partner in the business, secured his prospect list from the Waterloo lighting company. Naturally, this utility was interested in assisting in the work as a cellar meter not only simplifies the work of the meter-reader but also improves public relations. Obviously it was also interested in the additional load to be obtained through the Walker-Myers' sale of refixturing equipment and outlets.

Walker mailed his letter (which is, incidentally, reproduced on this page) and telephone calls and letters for estimates and additional information came from 35 per cent of the people to whom it was addressed. He was able, because of the research work of his estimator, to quote a flat-rate charge of \$12.50 for the work, using material cut and assembled in his shop. Concealed knob and tube wiring was used, exclusively.

Meter Moving Sold Other Jobs!

* * *

TOTAL business reported by Walker and Myers, both meter wiring and additional business obtained after this work was done, was:

| | |
|--|----------------|
| Moving 126 meters..... | \$1,562 |
| Installing 48 modern terminal boxes..... | 384 |
| 34 refixturing jobs..... | 2,040 |
| Repair work..... | 300 |
| Extra outlets and wiring..... | 450 |
| TOTAL..... | \$4,736 |

The circular sold meter moving. Salesmanship sold the rest!

WALKER & MYERS ELECTRIC SHOP ELECTRICAL CONTRACTORS "SMILING SERVICE"

Business Courtesy Clippings

Phone 140
515 Jefferson St. — Waterloo, Iowa

Alt. 9-148 Chas. H. H. H.

November 10, 1928

Mrs. Wm. J. Doe,
210 Center St.,
Waterloo, Ia.

Dear Mrs. Doe:

Do you realize that the inconveniences, dirt, fraying, probability and embarrassment of exposing the interior of your home to the monthly visit of a comparative stranger — the meter man — are entirely unnecessary?

We are prepared to move that attic meter to your basement where it belongs for an exceedingly nominal sum — generally less than \$13. We will do this job in less than two hours time without fuss, noise or litter. The additional wiring will be concealed.

Such action on our part will wipe out, forever, all the annoyances you now experience due to the present location of your meter.

We are meter moving specialists. All the cutting and fitting is done at our shop — saves time, money and bother for both of us. Since September, 1926 we have relocated with the full approval of the lighting company over 200 meters — and 200 housewives are the happier thereby.

Please phone or call for our estimator one housewife out of every five who reads this letter will do so.

Electrically yours,
WALKER & MYERS
Per *William Walker*
President

COSTS were kept to a minimum by using a prospect list which included people in one particular neighborhood. This centralized the work so that selling calls and installation work was simplified. A dual selling job—meters and refixturing or meters and extra outlets—was frequently accomplished on one visit of a salesman, likewise fixture hanging and outlet wiring were completed when the meter was moved.

Forty-eight metal-inclosed terminal boxes were sold to replace antiquated wooden-backed affairs. These "old timers" were dumped in the company's show window during the winter, with appropriate cards, and formed an interesting display which sold more jobs.

Most of the homes from which these were taken were quite old and hence were excellent prospects for refixturing. This accounts for the fact that Walker sold 34 of his meter-moving customers new fixtures. He made an allowance of 25 cents per socket for the old fixtures and resold these at a low profit to families which could not afford new equipment but needed fixtures.

"WE FIND that 99 out of a hundred people to whom this meter-changing idea is explained are prospects," says Walker. "They seem to dislike having their meters in the attic or in the living compartments as this means that a meter reader invades the privacy of the home once a month or more. Most of them are not aware of the fact that it is practical to move the meter. We bring this to their attention.

"I honestly think that almost any contractor can sell this work in his own locality if he takes the trouble to explain it to his customers. I am going to send another mailing to 800 residence customers of the utility, in another section of the city, shortly.



A Range Owner's

By Ray V. Sutcliffe

UNTIL six months ago, the Minneapolis General Electric Company promoted electric range sales through the mass attendance plan. It was felt, however, that the neighborhood cooking school, while productive of excellent publicity results, was somewhat costly and cumbersome in proportion to actual sales-per-person obtainable. This plan necessitated renting a hall and installing special wiring; besides a considerable shipping, personnel and advertising outlay. Many of the spectators owned electric ranges or could not be classed as live prospects.

On the other hand individual home calls lacked the "punch" carried by an actual demonstration of electric cookery.

Since January the Minneapolis General Electric Company; under close personal supervision of Edwina Nolan, home service director, has been conducting, with signal success, a "happy compromise" plan.

"Intimate home demonstrations before limited groups of selected prospects are producing an average of one electric range sale to every six guests," declares Miss Nolan. "Because our modern 'tea party' is held in the home of an electric range owner—and booster, demonstration costs are held to the price of the food, the time of three company employees and a gift for the hostess. Because the guests are mostly personal friends of the hostess, picked from among her acquaintances not owning electric ranges, the audience, of fourteen or less, is always extremely receptive."

It will be noted that there is a marked similarity between this plan and that of several well-known manufacturers of aluminum ware. The success which has attended the efforts of the kitchen wares people along these lines has been outstanding.

A MINOR advantage of the Minneapolis "Tea Party" plan is its simplicity. Let Miss Nolan tell this part of the story in her own straightforward manner:

"I present the tea party idea," she says, "to an enthusiastic electric range user who stands well in her own little community. I obtain permission to use her home and her dishes. She agrees to invite to her residence not less than nine or more than fourteen married friends who are known as non-users of electricity for cooking purposes. The company agrees to provide all the food and other materials needed for the demonstration-luncheon and to leave the house as clean as before its employees entered it.

"In appreciation of the housewife's part in the program she is offered her choice of any appliance we carry which sells for \$16 or less. The hostess can designate whether she would like a luncheon from one to three or a tea from three to five. In either case the menu is the same; substantial enough to demonstrate the various talking points of the range.

"First I bake a cake, to show even browning and temperature control. Then I prepare a complete oven dinner. Economy and superior mechanical construction are here pointed out.

"After the guests have eaten they are encouraged to ask questions about the range, which I may have overlooked in my running talk during the preparatory operations.

"The home of a user makes a perfect setting to demonstrate an electric range to its best advantage. The prospect can here visualize this last word in appliances much clearer, and learn more concerning it, than if displayed on the platform of a public hall or on the sales-room floor.

"A salesman is always on hand to assist in preparing and serving the food and to answer questions as to terms, installation problems and types. To date I have conducted twenty-four of these satisfactory 'parties.' In at least ten instances one or more sales have been closed that very day. The salesman always gets the names of those present, from the hostess, and calls at the home of each guest some time during the next ten days."

OUT of her interesting and extensive experience with this most modern method of selling electric cookery Edwina Nolan draws four reasons in its favor:

First. The demonstration is staged in a friendly atmosphere. Its sponsor is a booster. There are few "impossible" prospects among those present.

HOME

makes the

Salesroom



The proof-of-the-pudding method applied to selling ranges by the Minneapolis General Electric Co. Customers gladly cooperate to demonstrate the superiority of electric range cookery to their friends and neighbors.

Costs Less and Sells More

EXPENSES PER HOME DEMONSTRATION

| | |
|--|----------------|
| <i>Food for 14</i> | <i>\$ 8.50</i> |
| <i>Demonstrator's time</i> | <i>5.00</i> |
| <i>Salesman's time</i> | <i>3.50</i> |
| <i>Maid</i> | <i>4.00</i> |
| <i>Truckage</i> | <i>4.00</i> |
| <i>"Appreciation" gift to hostess,</i> | <i>7.00</i> |
| Total | \$32.00 |

Average results in immediate gross sales, \$300

Second. The range is presented in its natural environment, and at a minimum expense to the central station.

Third. Intimate contact with the cooking processes and actually tasting the food removes all doubt as to the practicability of electric heat.

Fourth. In a small group of more or less friendly women, free discussion, which is the forerunner of desire to possess, comes about naturally. "We get a personal contact and learn much about each prospect's attitude that stands the salesman in good stead later on."

"Never before," declares Miss Nolan, "has such interest been shown in electric ranges. Women have even called the office to learn where the next 'tea party' would be held or to ask if they could give one. Because of this interest it has not been necessary to spend one cent for advertising or difficult to get users to consent. Your owner list and an attractive gift for the hostess is all that is necessary to get going. And the total demonstration cost, per average resulting sale, is less than \$16.

Ring the 'PHONE

A Book Review of **SELLING BY TELEPHONE**

By J. George Frederick. 339 pp. New York:
Business Bourse. \$4.00

LAST Spring I had a rare opportunity to compare the relative buying reactions induced in a housewife by the almost simultaneous ringing of the door and telephone bells.

I was pinch-hitting for another salesman on a new lead. He had definitely advised against 'phoning for an appointment so, against my own judgment, I went out on a seven-mile drive to hit the door cold.

I rang three or four times and was about to go when I heard the slap-slap, slap-slap of heelless slippers coming to the door.

Her hair was wet and awry. She was swathed in a bathrobe that reeked of heavily scented soap and which clung moistly to her. She was hatchet-faced.

"W-e-l-l-l (icily)?" Well . . . there was nothing to do but start my talk.

"Well! For the love of Mike!"

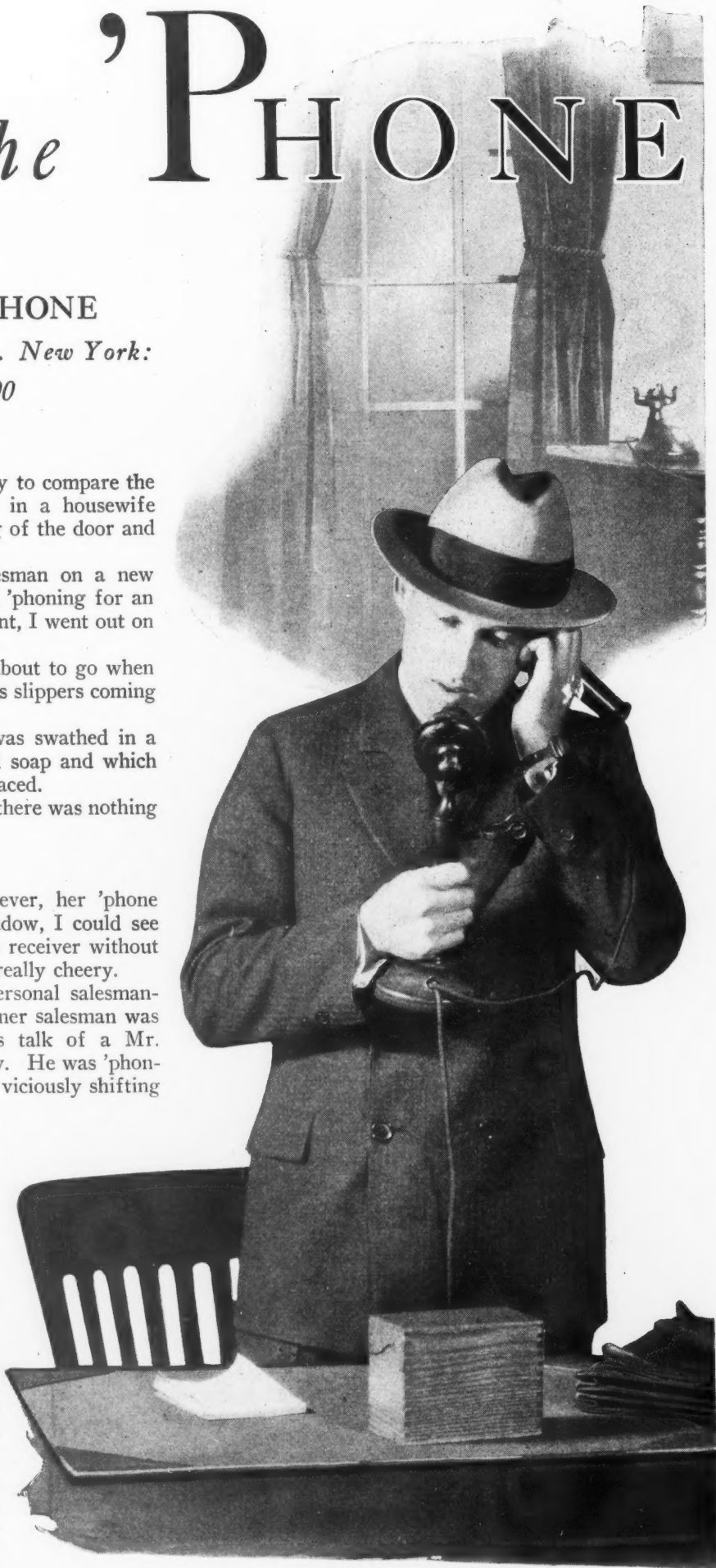
Before she slammed the door, however, her 'phone rang and, through the living room window, I could see and hear her answer it. She lifted the receiver without impatience and her "Hello-o-o-o" was really cheery.

I heard enough to know that the personal salesmanship of a pretty well-rated vacuum cleaner salesman was being humbled by the telephone sales talk of a Mr. Zavelowicz who owned a nearby grocery. He was 'phoning for an order, and getting it. I was viciously shifting gears—getting away.

Superficially humorous (to all but the woman), my experience impressed me as being decisively indicative of a trend in buying practices that the appliance trade must give heed to if volume is to be effectively maintained. J. George Frederick's opus on telephone selling now confirms this impression with much unchallengeable data.

MR. FREDERICK has delved deeply into this hitherto confidential material and produced a manual that has, apparently, four main objectives:

1: To show that a "vicious circle of selling" has been built up and that "a new selling technique is evolving because of the urgent need for reduction of distribution costs" and the "cus-



BELL FIRST

By ALAN STREETER



tomer demand for, and acceptance of improved sales methods."

2: To show that "good salesmen are too scarce and too valuable to be allowed to call as complete strangers or to do the rough scouting work in the selling field."

3: To show that "the remarkable increase in the use of the telephone in sales work indicates that telephone selling will constitute a vital part in this new technique."

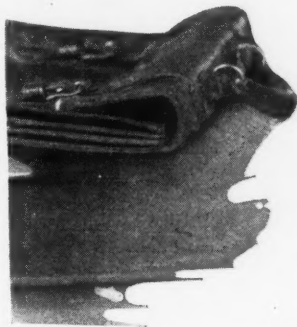
4: To show, by means of completely worked out campaigns and model sales talks, how volume may be increased and selling costs reduced with the aid of the telephone.

The first three of these objectives Mr. Frederick achieves in magnificent style. His handling of the fourth is not entirely happy; the large amount of red-meaty and readily cashable selling material that he provides by no means justifies the over-enthusiastic data that accompanies it; this applies particularly to the section that is almost wholly given over to the telephone selling of appliances.

By wise selection, the trade can secure from Frederick's book a vast amount of cashable information that is utterly new and absolutely unavailable elsewhere. But about 10 per cent of his book is unvarnished hooey and, if this is selected—as it would be because of the sensational results reported—the result would be destructive to confidence in an otherwise money-making instrument and wasteful of a dealer's money.

Demand for Improved Sales Methods

Advocates of the door bell as the readiest route to volume will find scant support for their claims in Mr. Frederick's pages. He tells us:



The situation boils itself down . . . to the problem of effectiveness in salesmanship, within the smallest possible space of time, at the least expenditure of time and money; and now finally to the least possible use of personal visitation. (P. 63.)

Any agency which can produce five-fold the number of sales contacts possible by personal visits and can conserve the customer's time from 75 to 80 per cent, must inevitably become important and its use widespread. (P. 322.)

Cases are not unknown where an old method, used because "it had always been done that way," and nobody had stopped to analyze the matter, was found to be the cause of waste running into millions. (P. 8.)

The author, referring to mergers induced by financial reasons, says:

. . . in many such consolidations, some of the greatest economies have come from the use of new sales methods, which had been open to all but which only the more capable new executives of the consolidation had the courage to put into effect. (P. 4.)

The Scarcity of Salesmen

WHILE it is probably true that the selling profession is more attractive today than ever, from the viewpoint of remuneration, as well as the esteem in which salesmen are held by their firms, it is also true that good men naturally prefer employment where they have the advantage of modern methods. (P. 12.)

The modern agencies to which the author refers are the telephone and productive advertising. There is a thought in that for an industry whose turnover in salesmen is exceeded, perhaps, only by that of the insurance companies.

The Telephone As a Remedy

IN PRESCRIBING the telephone as a remedy for many, if not most, of these ills, Mr. Frederick has assembled in support of his recommendation a most amazing wealth of data. A very small fraction of it is summarized below:

The appliance dealer who got 12 home demonstrations and three closures per hundred telephone calls. (P. 231.)

The rubber company that sold \$9,762 worth of goods at a call cost of \$255, or 2.4 per cent. (P. 298.)

The department store that sold, by telephone, 1,200 pairs of men's silk hose in less than a day. (P. 299.)

The publisher who tripled his sales at less than one-seventh the cost and in one-fourteenth the time, by substituting telephone for personal salesmanship. (P. 299.)

The salesman who, flat on his back with heart disease, earned over \$1,000 per month via the 'phone at his bedside.

(Continued on next page)

The author cites so many examples, covering so many lines, that it is inconceivable that the appliance trade cannot do likewise. In fact, Mr. Frederick goes into detail on that very subject.

How to Sell by Telephone

IN ONE case working with the dealer's own men, it was found that twelve demonstrations on the average could be secured from 100 telephone calls. These twelve demonstrations resulted in about three sales. (P. 231.)

These percentages, which the author states were secured on a vacuum cleaner called the "New Model Jones" and whose real identity he apparently has been asked to mask, closely correspond to the results that I have personally secured in the 'phone selling of two makes of machines, one in the \$50 class, the other selling for more than \$60. These are the results to which I referred in my article on 'phone work in the April issue of *Electrical Merchandising*.

But the sales talk that the author cites as productive of these results does not jibe with my experience—and my experience covers eight years of active telephone selling as against the author's two years' research. The talk he cites is a modification of the ancient "district inspector's canvass"; not *quite* so raw, but a modification, nevertheless. (P. 230.)

The beginner in 'phone selling should get it into the minutes at the very start that "canned canvasses" won't go across. Mr. Frederick affirms and reaffirms this fact; nevertheless, his sales talks are too often the trite, stilted hokey that is so often circulated as "the last word in money-making standardized sales talks."

Far more likely to produce 3 per cent closures is the sales talk given on page 236:

"This is Brown's store (Jones sweeper department), Mr. Smith talking. I have the responsibility of keeping all the Joneses in your part of the city in good working order and I would like to call this afternoon in order to inspect your machine and to put it on my list to be looked after. Will about 2:30 be convenient for you?"

If she has a Jones he makes the call, inspects the machine, demonstrates the attachments and recommends that certain service work be done if necessary, and takes the order for the service work at that time.

If the prospect has no Jones then he says:

"I am going to be right in your neighborhood about 2:30 this afternoon and I want to show you the New Model Jones so that you will know about it should you at a later time be interested in selecting a vacuum cleaner."

That talk, *tersely and colorfully delivered*, should sell vacuum cleaners. Certainly it is the author's most notable contribution to the appliance selling art. On the other hand:

Will Wire Allocation Be Necessary?

THIS field manager estimates that a man can make about twenty calls per hour and out of 100 calls they arranged about 15 demonstrations resulting in seven sales. This increased efficiency over results cited before is due no doubt to the fact that this manager operates especially trained Jones salesmen, while the other, in many cases, uses dealers' salesmen. (P. 236.)

In brief, a salesman can get himself 45 demonstrations

in two days and, in the week's remaining four days, he can close 21 of them. Weekly commissions: between \$200 and \$250. One can only wonder, now that Mr. Hoover is out of the Cabinet, who will do for the overburdened wires what he did for the overworked wireless, once the appliance world espies Mr. Frederick's modern Klondike.

And this:

In another campaign in New England on which door-to-door work was done in conjunction with telephone work, out of twenty people who had turned down the canvasser, sixteen permitted demonstrations after the telephone call. (P. 236.)

Just another of the accomplishments of those "especially trained Jones salesmen." Remarkable chaps, aren't they?

Years spent in ringing 'phone bells constrain me to hold the door bell in abject contempt as a money maker. I have an almost fanatical regard for the instrument. In a given time, I can dig up with it three times as many prospects as an outside man of equal ability. I can close twice as many deals as he can, because of my numerical superiority of prospects.

I get these results, however, not by better salesmanship, nor by the use of a better selling medium, but merely by the use of a means of oral rapid transit to possible prospects; i.e., the 'phone is a medium of turnover. It makes money for the same reason that Ford standardization makes money—not Rolls-Royces. For these reasons, I do not believe that the telephone will ever secure sixteen objectives out of twenty on which personal salesmanship has failed; even with "especially trained Jones salesmen."

It is regrettable that Mr. Frederick so largely relied on one source for his appliance selling data. Perhaps he did the best he could; unfortunately, that best isn't good enough.

Women as Wire Workers

IF THE author has not entirely succeeded in his efforts to elevate the sale of appliances his other chapters are still pregnant with profit for the trade. Very important are the sections: "Principles of Successful Telephone Salesmanship"; "Telephone Language, Voice and Vocabulary"; "Development of Telephone Sales Personality"; "Administrative Uses of the Telephone"; "Collections by Telephone"; "Development Possibilities of Selling by Telephone."

Under "The New Profession of Telephone Salesmanship," he views the relative merits of men and women on the wires. He believes that women can effectively 'phone-sell to their own sex. I don't; I have never seen better exemplification of the oft-quoted "woman's inhumanity to woman" than in the cases where I have watched women try to sell to women via the 'phone.

Telephone selling to men is radically different. Here the woman is supreme—if she is of the right type. By that I mean, paradoxically enough, if her character is not always above suspicion. Don't get me wrong on that. I mean: the worldly type of girl has a certain *savoir faire* that, for some reason, is ready 'phone money.

Try it out some time on Mazdas or vacuum tubes. Put one or two girls of this type calling up every place in town—factories, offices, every large user—asking the simple question, "Are you going to replace your burned out lamps this week?" Try it on vacuum tubes too. But to *men only*. Girls of the type I have in mind will make that kind of stock *m-o-v-e*.

Everything In Sight

*13 Turns a Year.
\$5,000 a Month Sales.*



This neat, convenient layout enables all the merchandise to be seen and handled by the company's customers.

THE Stark-Davis Company, "The Builder's Friend," Portland, Oregon, sells \$5,000 worth of electrical equipment monthly from its stores at 188 Fourth Street and 1421 Sandy Boulevard, by the simple expedient of placing attachment plugs, two and three-way plugs, fuses, sockets, and cords on uncovered display counters where they may be seen and handled. The store's policy in connection with electrical equipment of this type is "Everything in Sight."

Some years ago the firm specialized in plumbing fixtures and that line still forms an important part of its business. In 1925 it added an electrical line and adopted the five and ten store method of display.

This also applies to non-electrical items. Plumbing fixtures and bathroom fittings are mounted against the wall or set up in the open; small items are displayed in boxes on open counters. Where reserve articles are kept in drawers, these have a sample of the material attached on the outside to indicate the nature of the contents.

The electrical fittings are shown in the same fashion. There are tables with the edges projecting up one-half inch to form a shallow tray for loose material; there are flat boxes arranged to fit each counter; there are tilted counters with many small containers, each with its contents priced and labelled; there are tiers of shelves of graduated width above a table or counter, narrowing as they go higher like a modern skyscraper; there are wall boards on which samples of fittings are mounted, so that every line carried in the stock is somewhere in sight, where it can be examined.

Below the counters are tiers of boxes each with a visible sample which contain the reserve stock to replace that in the counter boxes or to fill orders from samples as wanted.

THE interior of the shop is finished cheerfully in orange and black and every effort is made to keep it in apple-pie order. With so many different items on display there is, of course, the continual danger that the store will come to look like a junk shop or a rummage sale, but this has been avoided by a scrupulous attention to order and cleanliness. The paint looks always as shiningly new as though it had been but just applied. Every article is kept in the place designed for it and gaps in the rows are replaced at once. Every morning the exposed

stock is gone over with a cloth, every article and every inch of shelf and counter space receiving due attention.

Fixtures are hung from boards which are suspended over the display counters and shelves at ceiling height. These are samples, the fixtures sold being handled in boxed form; to be attached by the householder himself. The field for fixture sales of this class is largely among out-of-town customers who find the Stark-Davis Company a convenient place to shop. By avoiding the installation and wiring of fixtures, competition with local contractors is avoided.

The window displays are carried out on the same principle as the interior. A tiered arrangement is used here, and there is always a comprehensive display which is a cross-section of the stock.

THE Stark-Davis store may be likened to a book in which much of the text is duplicated in the illustrations. Just as such a book would attract many a casual reader, so the open display method brings in customers who would never have thought of this establishment as one to meet their needs if they hadn't seen the very article they were looking for in its windows or on its open counters.

The other important advantage of this method of display is the time saved for the customer and, coincidentally, the fact that one clerk can take care of a much greater volume of business than when each article must be looked up and brought out individually. The change-over to this method of display brought an immediate reaction in every line of merchandise carried. The stock began to move more quickly and with an equivalent staff a very much larger volume of business was done. At the present time, the turnover is about thirteen times a year.

The company advertises its method of display as one of the advantages in shopping which it has to offer to the customer. "Similar to a five and ten cent store" is one of its slogans. "Here you can find what you want" is another, while "Complete, Quick Service" emphasizes the promptness with which an order can be filled when the customer selects it himself from the counter box, as well as the comprehensiveness of the stock. The company implies that it sells everything needed by the builder and that everything it sells is in sight—where the customer can see, and buy.

Facts and Figures

on the *T*raveling

ARTICLES about traveling bus-exhibits utilized by Central Stations to stimulate appliance sales have frequently appeared in "Electrical Merchandising," because we know power companies everywhere are interested in the methods which other companies employ from time to time to increase interest in appliances and to help dealers, as well as their own stores, to sell these appliances. This is the sort of thing which will help build future appliance business.

We have published these articles, then, in the nature of promotional "suggestions" or "news." Actual data concerning sales made from such exhibits have rarely been obtainable and the cost of operation has always been comparatively hazy.

For this reason the following analysis of the cost of operating such a bus in Lafayette, Indiana, with other pertinent facts and figures prepared by the Northern Indiana Public Service Company, will be of general interest.

E. J. Good, the company's sales manager at Lafayette, writes as follows:

"The object of the Bus is to create in the mind of the public the possibilities of extending the use of electric service in the home by the use of the modern electric appliances and to sell these appliances direct to the electric consumer at the door of the home. In other words, we are aiming at increasing the load and K.W.H. usage by direct selling of current consuming appliances and general education of the housewife.

"This Bus was originally one of our northern properties street car buses rented to us for this purpose. It was rented to us without seats. Following are the costs for equipping it as seen in the pictures.

| | |
|--|----------|
| Plumbing | \$ 23.18 |
| Wiring | 40.00 |
| Curtains | 33.90 |
| Rebuilding inside, includes counters, etc. | 258.08 |
| Hardware, locks and handles | 7.90 |
| Lettering | 15.00 |
| Mdse. equipment, cooking utensils, etc. | 25.00 |
| Total | \$393.06 |

"From a merchandising angle our operating report shows a loss. But in spite of this we feel, and in fact know, that through this Bus and the work of the demonstrator that we are gaining friends and creating a mental acceptance of the small electric appliance on the part of



the housewife. I do not believe that the American housewife, in general, has as yet accepted the percolator, the waffle iron, egg beater, fan, etc., as a necessity in the home. She has done this with the iron but still looks upon electric refrigeration, for example, as something for those people who have lots of money and places it in the luxury class. The work of the Bus is placing these things in her mind as practical and needed in her home and is no doubt bringing her to accept them just as she has the iron.

"Since this Bus has been in operation our store sales have increased and other dealers in the city have noted an increase in their appliance sales. For this reason the dealers are looking upon it with much favor and also in this respect a closer feeling between these contractor-dealers and ourselves is being affected.

"There are three people on the Bus. Two men and one woman. The woman remains on board and demonstrates the use of each appliance by actually putting them into operation. She courteously receives all visitors to

Bus Sales and Operating Cost Analysis

| Month | Appliance Sales | | | | | | | | | | | | | | | | |
|------------|-----------------|-------|--------------|----------|-------|------|---------|------------------|-------------------------|--------------------------------|--|----------------|--------------|---------------------------|-----------------|-------------------------|---------------|
| | Toasters | Irons | Waffle Irons | Cleaners | Bulbs | Fans | Cookers | Perco- lators | Perco- lator Sets | Portable Lamps Jr., Etc. | Misc. Cord Sets, Sockets, Plugs, Etc. | Egg Cookers | Gas Ovens | Elec. Space Heaters | Heating Pads | Elec. Table Stove | Hair Dryer |
| April..... | 4 | 4 | 3 | 11 | 10 | .. | 1 | .. | .. | .. | 1 | .. | 1 | 1 | .. | .. | .. |
| May..... | 1 | 5 | .. | 7 | 9 | .. | .. | 2 | .. | 3 | .. | .. | 1 | .. | 1 | 1 | 1 |
| June..... | 2 | 7 | 2 | 2 | 16 | 1 | 7 | 1 | .. | 2 | 2 | 1 | .. | .. | .. | .. | .. |
| July..... | 1 | 7 | .. | 4 | 4 | 6 | 20 | .. | 1 | 3 | 2 | 1 | .. | .. | .. | .. | .. |
| TOTAL... | 8 | 23 | 5 | 24 | 39 | 7 | 28 | 3 | 1 | 8 | 5 | 2 | 2 | 1 | 1 | 1 | 1 |

This Northern Indiana Public Service Company analysis indicates that its Bus operates at a loss, justified because it has increased small appliance business for dealers and for its own stores.

SALESROOM



"After the Bus is spotted the two men leave it and canvass every house in the working section. They attempt to sell and do sell at the door, or bring the housewife out to the Bus and sell her there. Regardless of whether they buy or not every woman is invited to visit the Bus. When the section has been covered a new one is selected and the Bus is then moved. So the process continues until every house in the city has been visited. Sometimes two and three days is spent in one section. The cutout connections are left in place for return "spotting" of the Bus later.

"Our efforts have not been confined to the women alone. Men are invited to visit also. You will note that there have been quite a few accounted for in our tabulation.



the Bus and explains all things and answers all questions. She also serves these visitors with samples of food which she has cooked. The two men are salesmen and solicitors. One is captain of the Bus and directs its operation as well as actually selling.

"Periodically a small section of the town is selected in which to work. In the center of this section, as near as possible, the Bus is located. At this point a secondary connection is made by means of the ordinary transformer fuse cutout, so arranged that the removable end, attached to the end of a pole, can be inserted or removed at will. In this manner 110-volt service is supplied to the bus.

"Particular attention is given the children. They are encouraged to come into the Bus and everything is explained to them. They are also given something to eat. The children will some day be our customers so it is well worth while to spend the time and effort with them.

"The work of this Bus has been entirely in the city of Lafayette. It has not been used in the rural districts."

April 2, 1928, to July 31, 1928

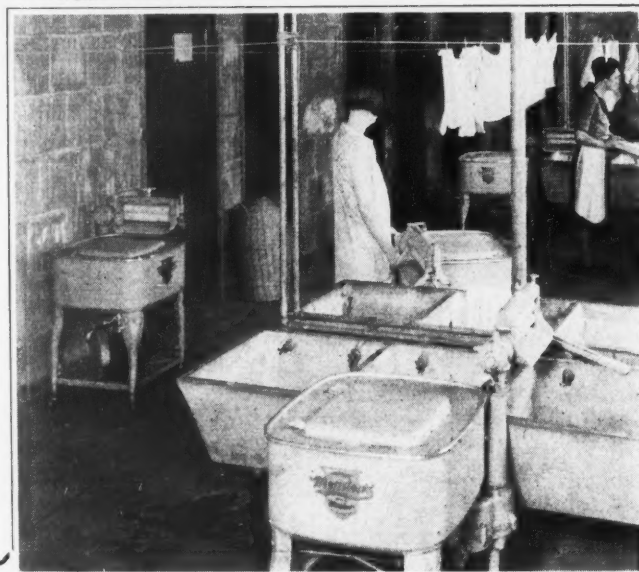
| | | | | Total Sales | Working Days | Visitors | | | Cost of Operation | | | | | Total Revenue | Total Expense |
|---------------|------------------|-----------------|-----------------|----------------|-----------------|----------|-----|----------|-----------------------------------|------------------|-----------------------------|----------------|--------------|------------------|------------------|
| Egg Beater | Light Fixture | Do-Nut Maker | Kelvin- ator | | | Women | Men | Children | Truck Rental and Mileage | Com- missions | Salaries Three People | Gro- ceries | Line Work | | |
| .. | | .. | .. | \$501.34 | 25 | 410 | 54 | 97 | \$157.40 | \$70.38 | \$240.00 | \$22.05 | \$30.00 | \$501.34 | \$519.83 |
| .. | | .. | .. | 347.20 | 26 | 388 | 126 | 157 | 166.50 | 45.33 | 240.00 | 20.05 | 30.00 | 347.20 | 501.88 |
| 2 | 38.41 | 1 | .. | 317.72 | 26 | 303 | 73 | 264 | 159.20 | 37.50 | 240.00 | 9.72 | 30.00 | 317.72 | 476.42 |
| .. | | .. | .. | 440.51 | 23 | 265 | 91 | 181 | 160.00 | 59.90 | 240.00 | 12.33 | 30.00 | 440.51 | 502.23 |
| 2 | 38.41 | 1 | .. | \$1,606.77 | 100 | 1,363 | 344 | 699 | 643.10 | 213.11 | 960.00 | 64.15 | 120.00 | \$1,606.77 | \$2,000.36 |

"20 At a CLIP"



*How a Gary, Indiana dealer
sells washers to apartment
house owners*

*The washers leave the dealer's truck for
installation in the apartment house laundry.*



APARTMENT house owners buy electric refrigerators; why then cannot they be persuaded to equip their buildings with electric washing machines?

"They can, and they are," declares Mr. and Mrs. James A. Fitzpatrick. Their most recent illustration is that of the Weber Apartments, 1101 W. Fifth Street. This apartment, in every way, is average and there are many similar in Gary. Mrs. Fitzpatrick, through a lead obtained while talking to the married daughter of the owner of these buildings, conducted the demonstration and Mr. Fitzpatrick helped close the deal. Result—an order for twenty washers (Meadows) at one fell swoop.

This is not an isolated case. In Gary, washing machine dealers have now educated both tenant and landlord to the point where, like refrigeration, the renter demands ample and individual washing machine equipment in the basement laundry and the owner puts it there as a matter of meeting rental competition.

If it is an old building, sell a number of influential tenants first, declares this couple whose experience in selling washers, "en masse," covers a period of three years.

REAL ESTATE FOR RENT

Apartments and Flats 74

APARTMENT—Five large rooms and bath, English basement; newly decorated. Immediate possession. Rent very reasonable to desirable tenant. Electric washer. Apply to Mrs. Wilson, 808 Virginia, first floor. Garage available. c1

VAN BUREN, 429—For rent, 1000. flat with garage if desired. Phone 7886M. 15

WASHINGTON, 416—Three-room flats, furnished or unfurnished; large living room, dressing room with roll-away bed; dinette, kitchenette, with cabinet, white gas stove, electric refrigerator, incinerator, electric washer, tile bath with built-in tub and shower. Call 7768M. 1

Apartments—Flats, Furnished 74A

LEXINGTON AV., 1070 (78th)—Attractively furnished, new housekeeping apartments; reasonable. BUTterfield 1068. 1

MANHATTAN AV., 875—3-room, cozy apartment, piano, radio; rent \$40; sacrifice. Main. 1

baths.
BROOK
prov
COLUM
3 roc
DUDLE
West
apartme
\$60. A
1838.
EAST
elec
FEATH
Statio
modern
mond

FULTO
room
1st DE
GRAND
rooms
door.
HENR
bath
ISHAN
—4
LA SA
ments.
3D av.
light
3D. A
light
4TH A

*The machines dispose of
wash so quickly and so effi-
ciently that there is little
possibility of friction between
tenants. Without "electrics,"
conflicting washdays cause
apartment owners no end of
worry.*

*These ads, clipped from Gary
newspapers, give some idea
of the extent to which elec-
trical dealers have sold the
electric washer as a neces-
sary appliance for the large
apartment dwelling. Owners
are everywhere advertising
electric washers just as they
have been induced to adver-
tise built-in refrigeration.*

"By offering the free use of my washer to the janitor and his wife I obtain permission to install one in the apartment laundry. Next I make it a point to be on hand for the following three or four days," states Mary Fitzpatrick. "It is no trouble at all to engage in conversation the friendly group of tenants, or their maids, whom one meets on such democratic grounds as the basement laundry. I suggest that they try my washer, then gather them together and give a group demonstration. In this way it isn't long before I have created a demand for washing machine equipment in their building.

"Tact must be used in approaching the owner. Get two or three of his renters to broach the subject first if possible. But do not use this endorsement of your story as a club over his head. Stress rather the value, from the landlord's viewpoint, of thus equipping his building."

AS SIMPLICITY of operation and wearing capacity are the points that interest the landlord it will be seen that it is possible to sell the higher priced machines to this trade. The advertising value of a *completely* equipped building is, of course, also pointed out. Incidentally the advertising value, *to the dealer*, of "equipping so and so's apartment building with our washer" is quite valuable. A strong talking point is that of speed.

Machine washing more than doubles the capacity of the laundry room as it is at least twice as fast as the scrub board method. Confusion and possible friction between tenants, due to occasions when set tub facilities are not equal to a "peak" demand, are, consequently, entirely eliminated.

On more than one occasion, "Mrs. Fitz" has arranged to demonstrate her washer before the wife of the owner. "Convince his wife and the order's yours," she declares.

"I try to sell one washer for every five tenants. This is a good ratio as it gives everyone the use of a washing machine on either Monday, Tuesday, Wednesday or Thursday; allowing for one tenant in five not using the laundry," she

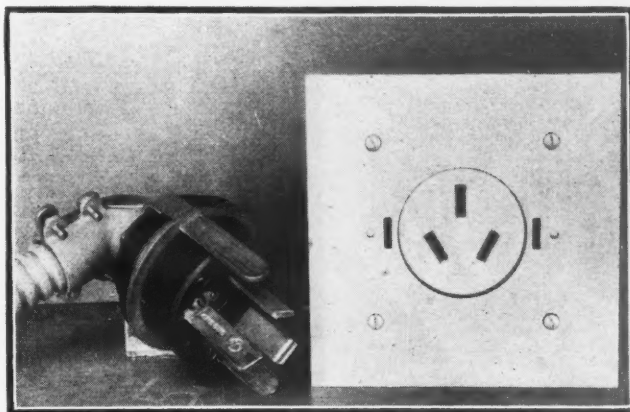
says.

Investigation discloses that 65 per cent of all new apartment houses in Gary equip with a bank of washers and that also in 80 per cent of these cases the cost is written in the building loan in the same manner as with refrigerators. Obviously, the dealer should watch the building permit record daily. As with refrigerators it is necessary to give the buyer a "quantity" discount. This averages 15 per cent. Compensating this disadvantage are the fact that the transaction is generally a cash affair and the selling and demonstration expense is low.

The keen competition in the apartment renting business is of the greatest value to the dealer. The enterprising landlord offers every possible inducement in the shape of conveniences and devices, and the day may not be far distant when tenants will look for electric ranges, refrigerators, and washers as naturally as now they look for bathrooms. Meanwhile the dealer should do all he can to foster such a demand.

Now Plug the Range In

Outlet and plug used in Pacific Northwest makes range connection easy



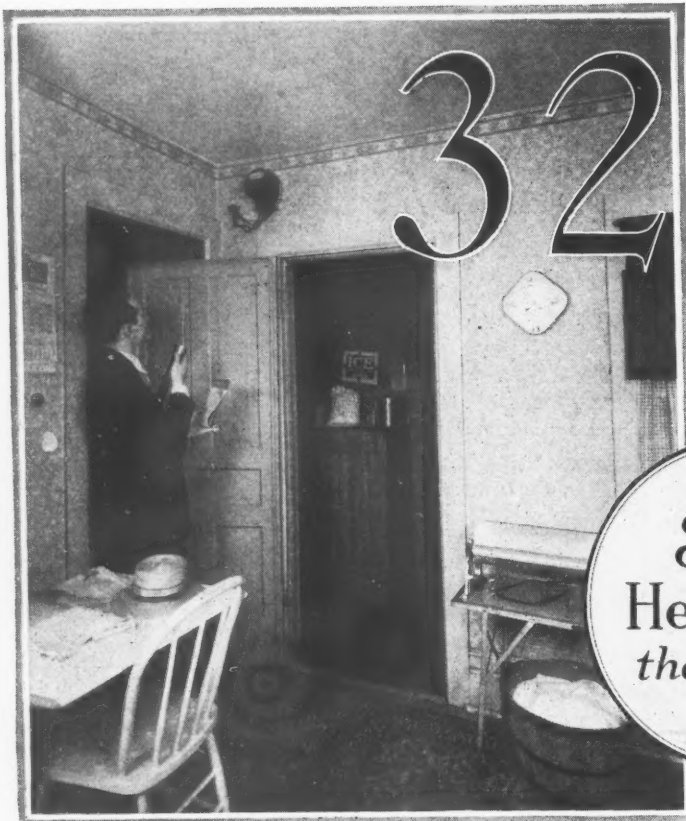
WITH the increasing use of electric ranges, the time has come when the problem of the housewife who moves from one district to another and wishes to take her range with her, is one of real importance. Red Seal homes in all sections of the country are beginning to provide a choice of residences having the required wiring, but the inconvenience of disconnecting and reconnecting still remains. In the Pacific Northwest, where the use of electricity for cooking is now so general that this transference of ranges is of almost daily occurrence, a range plug has been worked out which not only puts the electric range almost in the class of wall outlet appliances, but incidentally makes possible the elimination of a disconnect switch in the installation.

The plug has passed the requirements of the electrical committee of the N.F.P.A. in charge of the revision of the National Electrical Code and may be used as a substitute for the disconnect switch in approved range installations.

The details of the fitting are indicated by the photographs. The plate is aluminum, with a porcelain receptacle. The ground leg is made slightly longer so as to make first contact. The plug is held in place by two long side guides.

In addition to the importance to the housewife of increased portability and ease in moving, the plug has the advantage of permitting the range to be disconnected at will when it becomes necessary to clean or refinish the wall behind. For the contractor it means a neat job, it is easier to sell to the customer than a separate switch and it eliminates the trouble calls required for moving or altering the position of the range.

The plug has been universally adopted in Spokane and is in use in the more than 9,000 homes in that city.



32% Increase —their salesmen

*First
He Reads
the Meter*

*One Iowa Public
man reads 1,155
per month and
merchan*

“WE’RE ‘sold’ on the meter reader-salesman idea,” says Ralph H. Garrison, general manager of the Iowa Public Service Company’s Waterloo unit. “It increases merchandise sales and reduces operating costs without interfering with meter-reading routine.”

Garrison’s company has conducted a four-year experiment to determine its future sales policy. And the meter reading salesman wins. Since 1924 it has alternated this method of selling with the more usual plan whereby separate appliance salesmen and meter-readers are employed, using one plan for several months then switching back to the other for check, and its records indicate that the method now in use produces 32 per cent more business than the old.

Average monthly sales under the orthodox system of selling, for 28 months, totalled \$8,521. Under the new plan monthly sales, for 20 months, averaged \$11,281.

“The plan has removed the ‘pain’ from campaigning,” Garrison continues. “It has solved the problem of outside selling, has reduced salesforce turnover and has also created customer good-will.

“When a customer wants a little personal sales attention she invariably asks for her ‘meter reader,’ not ‘your salesman.’ For some reason Waterloo housewives have lost all ‘buying fear’ under our present system. They welcome, rather than discourage, appliance discussions with the same man who announces himself in the kitchen once every thirty days and reads the electric meter.”

They *know* our employee.

Waterloo has a population of 36,000. Under the old plan four men were retained to sell electrical devices. While these four men met their monthly quota of \$1,200 each, they were not happy. Energy and time wasted in an attempt to locate prospects and rebuffs at the front door, took its toll. Crew replacements, during 1927,

amounted to 50 per cent of the sales organization. Total sales volume was unsatisfactory.

Under the new plan the first duty of the salesman is to read the meters. Fifty-five meters a day, twenty-one days a month, 1,155 meters per billing period per man, is the schedule.

This insistence that the meters must be read daily is a help, instead of a hindrance, with respect to selling merchandise. The men must enter at least 55 homes every day and their income is largely dependent upon commissions, it is seldom that these “opening wedge” opportunities are neglected.

AN INTERESTING feature of the Waterloo sales method is that it provides time to lay the proper foundation for a thorough sale. The records indicate that the majority of major transactions are closed on the occasion of the third or fourth discussion. Yet the time consumed in preliminaries is not considered wasted. The salesman must make the call anyhow—to read the meter.

While salesmen

Compare These

(Merchandise Sales, Iowa Public

28 Months of Old System

commission salesmen—

salaried meter readers—

Average Monthly Sales—

\$8,521

in SALE *S* *read the METERS*

*Service Company
residence meters
averages \$2,000 in
dise sales*

*Then
He Sells
Appliances*



are not assigned to downtown or other commercial sections of Waterloo they must read *all* the meters.

This policy provides the necessary extra time required to attend to selling and demonstration appointments as all commercial meter reading calls are quickly made. It avoids also an overlapping in itineraries. Many follow-up appointments are scheduled for evening hours.

The electric refrigerator is the only appliance not sold directly by the seven field men. A refrigeration specialist, however, works closely with these lead-producing missionaries and splits commissions with them.

Salesmen are directly responsible to the merchandise manager. They receive a monthly check from the operating department, for \$62.50. This constitutes their

assured income. The sales department pays them an additional straight commission which varies according to the nature of the appliance sold. The total income of one of the best of these men has been averaging \$280 a month since January of this year.

Each man wears a badge and carries a meter book, searchlight, pair of pliers, screw-driver and a file

of appliance literature. He makes minor repairs to heating and motor driven appliances, reports complaints and otherwise serves as the company's all-around contact man to his permanent group of 1,155 customers.

"An out-and-out meter reader formerly made 150 calls a day. This gave him little, if any, time to attend to the niceties of customer relations," Mr. Garrison explains. "Under the Waterloo plan customers meet a company representative who is intelligent, well-dressed, clean and courteous; a man who takes the time to wipe his feet, check the condition of each customer's electrical equipment, and who is thoroughly posted on the merits of all the merchandise handled by the Iowa Public Service Company. With our system, campaign inducements are personally explained to every housewife. The permanent customer-contact machinery is always in running order. It functions once a month. All we have to do is tell the story to the salesman-meter readers.

"**C**OST is another element which enters into this plan. The meter department pays no more, per meter, to the salesmen than it did to its own men. As sales remuneration is on a commission basis this factor varies proportionately to gross volume. Under this plan, however, it is feasible to work the territory more intensively.

"When the salesman must also read the meter two outstanding advantages result. Such a set-up increases materially the number of daily selling opportunities and automatically brings about that desirable factor in central station field work, *regularity of customer contacts*. Each salesman of the Iowa Public Service Company is averaging 200 brief conversations and 54 "brass tacks" sales canvasses per week. He is contacting each housewife in his territory at least five times a year.

Figures

Service Company, Waterloo)

20 Months of New System

meter reading salesmen—

salary and commission basis—

**Average Monthly Sales—
\$11,281**

Why { **JOBBER
DEALER
CONTRACTOR
CENTRAL STATION** } *Should
Sell*

Industrial Lighting

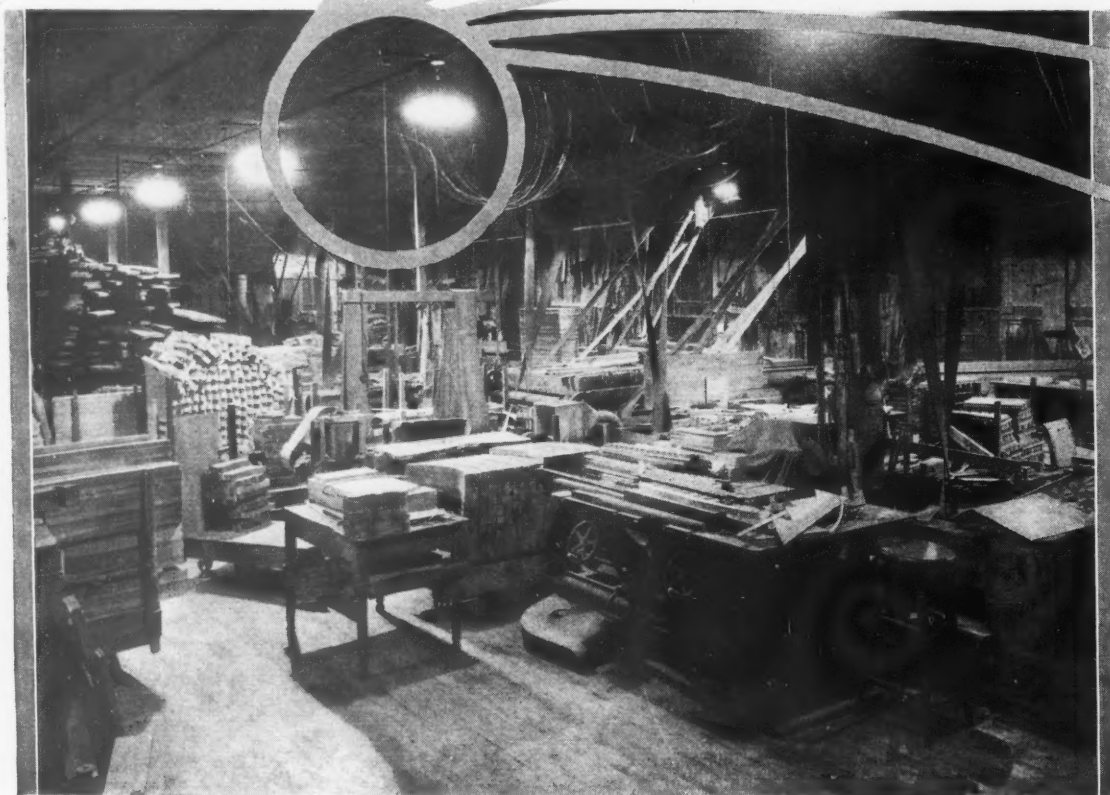
By M. S. Meaker and Kirk M. Reid

LIGHTING practice has changed a great deal since incandescent lamps were first used in factories. The early standard was not one of foot-candles of general illumination, but that of having a meager amount of light from local lamps at important working places. This lighting left much to be desired; however, some kind of artificial illumination was a necessity when work was to be carried on after sunset, or on dark days.

With the development of larger and more efficient lamps came the development of efficient reflecting equipment for redirecting and controlling the light. It became possible to obtain well distributed illumination without the use of the former forests of local lighting units and bare lamps on drop cords. The discovery

was made that good artificial illumination was a "productive" factor in plant operation. Yet, although a number of factories have installed good lighting, the electrical industry as a whole has apparently failed to realize the magnitude of the business available in this field.

The extent of the sales possibilities afforded by industrial lighting is shown through a survey recently made of the artificial lighting in 390 plants. It was rather surprising to find that the lighting in fifty-six per cent of the plants studied had such decided shortcomings that there was no alternative but to class them as poorly lighted; in fact most of these installations did not even meet the minimum requirements of the industrial lighting code. Twenty-nine per cent were judged fairly well



lighted, and fifteen per cent well lighted. A splendid record—not! Let us analyze the results of this survey.

Survey Results

Heading the list of poorly lighted plants were those using bare lamps on drop cords. This relic of early lighting practice gives "more light" at certain machines, it is true, but the main result is light in the eyes of the worker—or glare. Even though the local lights are shaded, if the room does not have some general illumination the workman is bothered by excessive contrasts in brightness. Every time he looks up from his brightly lighted work his eyes must adjust themselves to the contrasting dimness of the room, and upon looking back at his work they must again adjust themselves. Such lighting also causes objectionable reflected glare from shiny machine parts and polished surfaces. The net result is poor vision, eyestrain, and accidents.

In addition to those having no reflecting equipment at all, many plants were classed as poorly lighted because they were using obsolete reflecting equipment. Obviously, reflectors designed for use with the feeble lamp of some years ago are not at all applicable to the higher wattage, intrinsically brighter lamp of today. In other factories the reflecting equipment was of more recent origin but was entirely unsuited to the application.

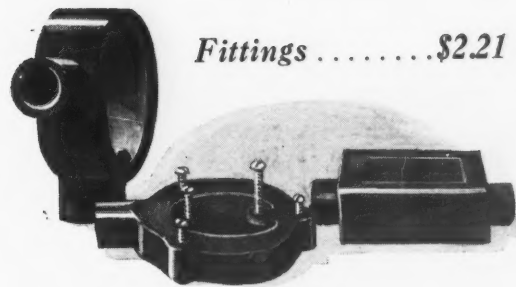
The survey listed as well lighted those plants which had progressed beyond the use of the drop cord and the bare or improperly shaded lamp. Their lighting would pass the industrial lighting code, but it did not come up to the standard of "productive" lighting practice. In some of these plants the reflecting equipment was inefficient or not of the best type for the application. Some had good equipment but the lamps were not large enough, or clear lamps were being used where white-bowl lamps should have been employed to reduce the glare. In other cases the outlets were spaced too far apart, with resulting uneven illumination. Twenty-nine per cent of the plants surveyed were judged to be in this group.

The requirements to earn the classification of well lighted were not severe. The lighting equipment had to be reasonably efficient and suited to the application. The illumination had to be fairly uniform, free from objectionable glare, and of an adequate amount for the work being done. Even measured by this rather lenient yardstick, only one plant in seven made the grade!

Opportunity for Lighting Sales

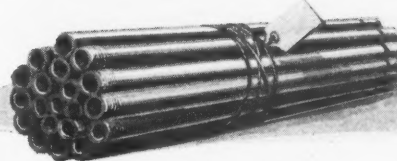
Every plant in the poorly lighted class is certainly a prospect for the electrical salesman. He can present to the factory executive the results of a score of tests in which better lighting has increased production ten per cent or more. He can cite other cases in which better lighting has caused marked reductions in spoilage. He can tell about an investigation covering almost a hundred thousand industrial accidents, of which about fifteen per cent were found to be directly attributable to faulty lighting. He can quote numerous testimonials to the effect that better lighting has reduced labor turnover, improved sanitary conditions, strengthened morale, and facilitated supervision. And all these decided benefits can be obtained for a lighting cost which seldom exceeds two per cent of the pay roll. How else can a factory with poor lighting buy gold dollars for about ten cents!

Nor are all the sales opportunities to be found in the poorly lighted class. The factories with fairly good lighting have had a taste of what better illumination



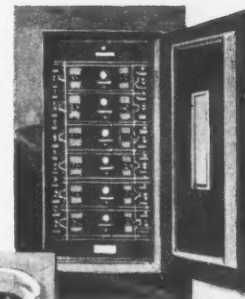
Fittings\$2.21

Conduit \$.94

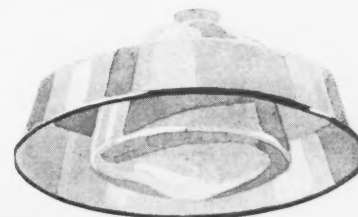


Wire ..\$1.94

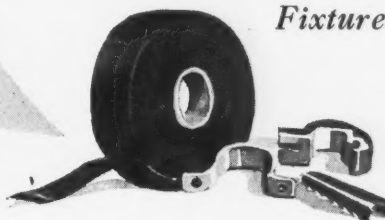
Panel Board
& Switches.....\$4.71



Lamps.....\$1.35



Fixtures\$4.71



Miscellaneous
\$.73

Arrows point to billing price of material required per outlet in a recent good factory lighting job.

will do and they are prospects for increased wattage and perhaps for better reflecting equipment. But, strange as it may seem, the easiest factories to interest in better lighting are those which already have good lighting. For the most part, they are progressive and prosperous. They have experienced in their own plants the benefits of good illumination, and consequently they are receptive of suggestions for its improvement. Do not overlook the well lighted plants—instead, put them at the head of the prospect list.

Cash In—and How!

Recognizing the tremendous market for better industrial lighting, most reflector manufacturers and many central stations have illuminating engineers whose services are available on lighting problems. Likewise the larger lamp manufacturers have built up an organization of field engineers, each assigned to a particular territory. These men are devoting their full time to turning lighting prospects into sales. And every sales means not only more lamps, but also more reflectors and wire and conduit and all the other equipment which goes into a good lighting installation.

The billing price of the equipment which went with each outlet in a factory lighting system recently installed is shown on this page. To complete the picture, add the electrical contractor who made the installation and the central station which supplies the current—has any branch of the electrical industry failed to profit directly or indirectly from this installation?

Before signing off, let us hear what a couple of industrial executives have to say about lighting. Mr. C. W. Gaddy, Superintendent and Manager of the Wiscassett

Mills Company of Albemarle, North Carolina, says, "I have studied light and its effects from many angles. This has been done largely on account of its importance as associated with improving quality, speeding up production, and creating pleasant working conditions in a hosiery mill. From our experience we would not hesitate to state that a good lighting system is a cheap and effective means of increasing plant efficiency. I feel that our present high intensity system is worth many times its cost of operation."

Here is another comment. "With 25 per cent less factory space our production is greater than ever before," says A. S. Rodgers, President of the White Sewing Machine Company. By re-lighting their plant this company has made changes that permit them to operate with only 75 per cent of their former floor space, and their production has been materially increased since the change. Back in 1910 the White Sewing Machine Company had what was considered to be about the best lighting system that could be hoped for. Today Mr. Rodgers says, "Looking back at the plant as it was then lighted it seems inconceivable that we thought we had illumination. What we really had was a patchwork of blinding glare and gloomy shadows." Mr. Rodgers, knowing light as a production force in his own plant, thinks the reason for the existence of obsolete systems in many plants today is simply that their managers have never been shown.

Can anyone suggest why the whole electrical industry does not put on its hat and go out and sell good industrial lighting to factory executives who, according to Mr. Rodgers, have evidently "never been shown?"

From Still Another Dealer

Editor *Electrical Merchandising*:

I WAS deeply interested in the letters signed by Roy Thurman and A. J. Peters, both specialty dealers in the State of Michigan, and from the contents of their articles, it is obvious that they are selling the same make of washer that we have been handling for the last five years.

It may be true that these manufacturer's representatives have made mistakes with these dealers. The representatives assigned to us, have in days gone by, made mistakes, likewise have we, and no doubt all of us have. However, on the whole, the manufacturer's representatives, assigned to us, have been good business men, have been ardent supporters of their manufacturer's program, but in all of it, have kept the dealer's point of view in mind.

The bonus, or quota system, so condemned by the other dealers, was quite a boon to us. It meant \$5,000 to us last year and will mean, if we make it this year, something like \$6,000. Coming in one check at one time, and a little extra effort on the part of everyone concerned, it is something quite appreciable.

I could go into some detail, telling how and why these factory representatives have been of genuine assistance to us, but the results speak well for themselves. Five years ago, we were facing bankruptcy. Today we are

over the half-way mark toward the sixth figure in our net assets.

The factory representatives furnish all the supervision for us. Our volume is increasing, and our collections are still good. The factory representatives are paid only upon net retail sales. Repossessions are deducted from them. Our relationship with the factory and its representatives is most cordial, co-operative and helpful.

I doubt very much, if we ourselves, as dealers, would have ever been able to put over this job without the real help from the factory representatives.

We disagree with the Michigan dealer, in that the factory representatives are always pushing for sales and more sales, regardless of the manner in which they are made. Only the other day, we, as dealers, conceived an idea of greatly increasing sales, but the factory representatives were inclined to veto it because it was not, in their judgment good sound business. We are still arguing over it. What the outcome will be, I do not know, but that is sufficient indication that factory representatives are giving attention to the dealer's problems.

This testimonial is offered, not in a spirit of criticism of the troubles the other dealers have had, but only to give credit where credit is due.

Sincerely,

S. A. ARMSTRONG,
Maytag Sales Company.
Cleveland, Ohio



REMINDER *Selling*

A VERY large percentage of the stuff sold in the small-change chain stores is bought as the result of open display. Woolworth called it "impulse," and declared that 90 per cent of his sales were due to that alone.

A woman going into a five-and-ten for a kitchen sink strainer is reminded by the open displays that she needs two bulbs and a twin plug for the new table lamp—or perhaps it's an old table lamp that requires a new cord, so she buys that also. In any event, the purchase is made because the display reminds her of a latent need—gives her the "impulse." It is not entirely a matter of price.

The independent electrical dealer who feels the sting of chain store competition in the small pick-up items such as bulbs, plugs, tape and all those dozens of items used by amateur wiremen, will do well to cast an eye over his store with a view to rearranging it for "impulse" sales. Such sales can and should very nearly pay the rent. They will never be made from stock that is in boxes on the shelves behind the counter.



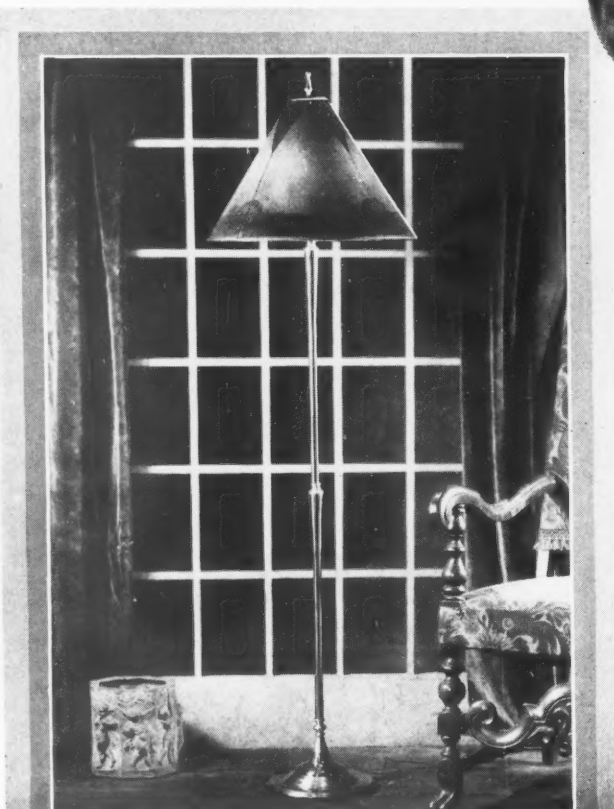
To HELP

TO HELP electrical merchants check on lamp styles in demand for fall and winter business, *Electrical Merchandising* has asked three successful central station lamp buyers to pick a group of lamps which, in their opinion, would sell well this season. These lamp merchandisers, Miss Frieda Daum of the Gas & Electric Appliance Company, Cincinnati, Miss Rosalie Tucker, Brooklyn Edison Company and Mr. C. F. Farley, Kansas City Power & Light Company, Kansas City, Mo., have bought for their own selling the lamps illustrated.



Kansas City shoppers are buying the three table lamps shown above and to the right. The lamp shown above has jug-shaped pottery base and parchment laced shade, lamp and shade in tones of brown. Retails for about \$8. The distinctly-modernistic lamp to the right has pottery base and leather-laced shade. Retails for \$9.75.

(Above) "Parquet," a North Carolina "Unaka" pottery lamp. The base is of reddish brown and the parchment shade in tones of tan and brown. Retails complete for \$35.50.



In junior lamps, and in all the season's lamps, simplicity rules. This junior lamp, one of the selections of the Brooklyn Edison Company, is in ebony and old brass, with 18-in. parchment shade. Its retail price is about \$25.



Italian pottery has a charm few lamp buyers can resist. The lamp above, with parchment, leather-laced shade carrying out the design of the base, is in browns and blues. Listed at \$19.75.

You Buy!

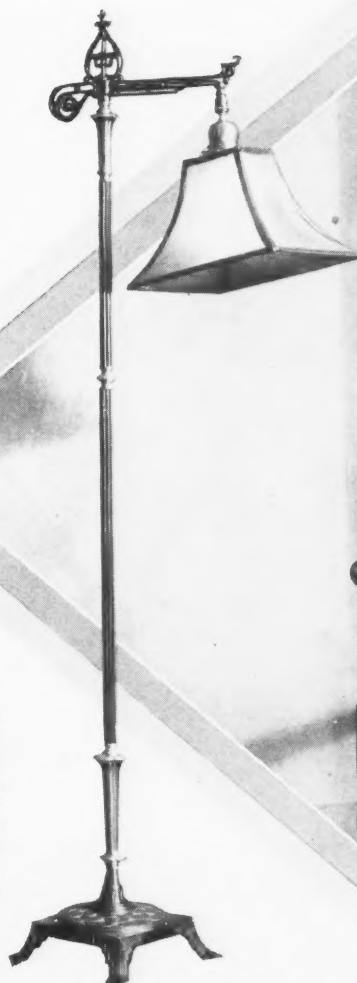
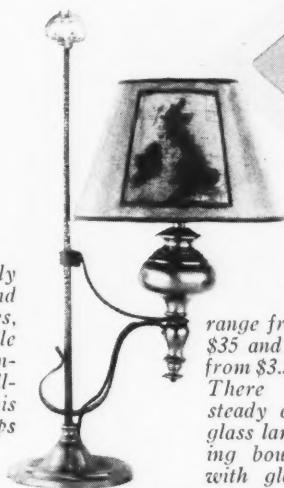
Some of the outstanding points to be noticed in this selection are that pottery is most popular for table lamp bases; parchment is the most popular shade material, followed by silk and mica; fringe lamp shades are still selling moderately. The demand for lamps of Early American type is still strong. Modernistic lamps are selling fairly well. There is still a market for lamps with glass shades in some sections, at prices up to \$25. Red leads in popularity as the color for decorative lamps in some sections of the country.

In Cincinnati, Early American and English-type bases, many with candle and oil fount construction, are selling well. In this line, floor lamps

range from \$2.90 to \$35 and table bases from \$3.50 to \$17.50. There is also a steady demand for glass lamps, including boudoir lamps with glass shades, priced from \$1 to \$10 and table lamps from \$10 to \$25.



The bridge lamp above is one of the most popular Kansas City numbers. The base is plated English bronze finish and the shade of stretched gold taffeta, silk-lined, and trimmed with red velvet, a surprisingly effective combination. It is available in six color combinations and retails for \$27.50.



This two-light bridge lamp has bronze and pewter finish. Shade of French Ambrara, hand edged. Lamp retails for \$15 and the shade, \$8.



In the higher-priced lamps is this vase lamp with gold and green iridescent base, French gold plated, with 16-in. georgette silk-lined shade. Its height overall is 27 in. The approximate retail price, \$40.



Another Italian pottery lamp (above) has colorful floral design in base and in the shade. The shade is of pebble parchment, velvet bound. The retail price is about \$19.75.

EVERY



Every Fourth User of an **ELECTRIC CLEANER OWNS** **A EUREKA**



The new convertible Eureka cleans the inside of motor cars, closets, cupboards, stairways, and other hard-to-get-at places as easily as it cleans floor coverings.

This one fact is certain: no matter where a retail dealer may call on household users of electricity, he will find that the Grand Prize Eureka is either in actual use, or is well and favorably known.

Every street is "Eureka Street" today—in the largest cities and the smallest towns. Every fourth electric cleaner in use is a Eureka. Every eighth wired home in America owns a Eureka. In every eighth household someone is advertising Eureka advantages in one way or another.

Money Cannot Buy Such Advertising

This combination of a superior product and the word-of-mouth advertising of more than 2,000,000 satisfied users is the greatest asset Eureka dealers have. It gives them a sales advantage they cannot possibly obtain with any cheap, non-advertised cleaner having only small or local distribution. It is chiefly responsible for the notable financial success of Eureka dealers in all sections of the country.



*Grand
Prize*

EUR VACUUM

NEW
...BY RIDDLE



Illustrated above are characteristic examples of the new Riddle Fitments. The entire line is developed in designs of the most marked individuality, and within a range of prices that covers a wide field. Those interested in the unusual selling opportunity thus afforded are invited to send for complete information on this new development in residential lighting.

THE EDWARD N. RIDDLE COMPANY, TOLEDO, OHIO
MAKERS OF DECORATIVE LIGHTING FITMENTS SINCE 1892

LIGHTING FITMENTS

Television Today—

tomorrow

?

General Electric broadcasts play. Alexanderson receives, enlarges and projects it on a screen



(Left) A "televised" play before the microphone and scanning disc at WGY Schenectady, N. Y.

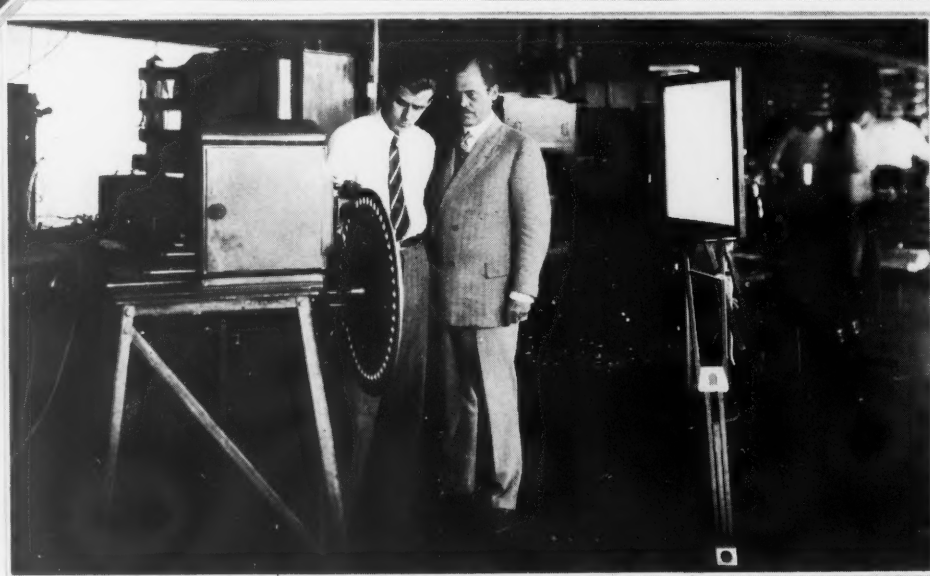
TELEVISION—to which considerable publicity has been given in the public press—is still in an *experimental* stage. It must still pass through many refining processes before it becomes of tangible value to the retailer as *merchandise*.

Today, the *idea*. Scientists and engineers are rapidly perfecting it. Television is tremendously interesting—but *crude*.

Tomorrow? It is *certain* to become a new star in the merchandising firmament.

(Above) A performer using one microphone and one scanning disc. (Several are used by the director.) As the reproduced image is necessarily small "close ups" only are broadcast. "Full stage" views are neither broadcast nor received.

(Right) Dr. E. F. Alexanderson of the G. E. Company is working on a receiver which permits the television image to be enlarged. (It has usually been under 2 inches square.) By using lenses in the scanning disc apertures he throws the larger image upon a screen.



1 New Electric Iron 12 for every Residential Customers

26 day drive by employees of the Central Hudson Gas & Electric Corporation increases annual usage six kilowatt hours per meter

THE spectacular results obtained in aggressive sales efforts are indications of the industry's increasing recognition of the need for building "per meter consumption." Whether the Kilowatt-Hour Contest launched a year ago last June by the Commercial Section of the National Electric Light Association has contributed to such results cannot definitely be stated. It is sufficient, however, that some remarkable results are being secured, which will make the goal as set by the Kilowatt-Hour Contest seem not nearly so remote as pictured a year ago.

As recorded in the June issue of *Electrical Merchandising*, the New York Power & Light Corporation completed the remarkable achievement of selling 18,457 percolators in two weeks. Following on the heels of this activity, the Central Hudson Gas & Electric Corporation, located farther down on the Hudson River, initiated an employee sales effort directed to a wider and denser distribution of electric irons (Westinghouse automatic). The results, which are reported in this article, are certainly creditable to that organization, and indicate what can be accomplished when a nationally known and quality proven article of merchandise is presented to a discriminating public by a carefully designed and executed sales effort.

There was nothing particularly spectacular or unique in this employee sales effort. Newspaper advertising was supplied by the manufacturer, and window displays were designed to parallel current advertising.

In planning the campaign, however, the Commercial Management believed that the most effective way to carry a sales effort of this nature to a successful conclusion would be to secure a sincere pledge from every employee to contact as many relatives, friends and neighbors as possible, and in this way form, for the company, a single, vast sales organization.

THE sales plan can best be explained by a review of the first memorandum sent to each employee of the Company. Under the title "Put the Auto Iron Across," the memorandum states:

This Activity will last the entire month of June, during which time all employees of the Central Hudson Gas and Electric Corporation will be allowed to participate in the Activity.

Women everywhere are demanding this iron that controls its own temperature. It is always at the right ironing temperature, and practically eliminates the fire hazard. All you need do is tell the world about it.

The regular price on Westinghouse Automatic Irons is as follows, \$7.75 cash, plus 25c. for time payment. The Activity price, however, will be as follows: cash or time price—\$7.75 less \$1.00 credit on an old electric, gas or sad iron. This will give a net price of \$6.75. The terms will be 75c. on first month's bill and

\$1.00 per month until the entire amount is paid. The employee need collect no money.

The following arrangement has been decided upon: first 15 irons per employee at \$1.00 each, any employee selling 15 irons or more will receive \$1.50 on all over 15.

A sales ticket has been made up with all the necessary details written in so that the employee will not experience any difficulty in properly filling in nor in preparing the necessary paper work. No money is to be collected by the employee, the first payment is to be made on next meter bill.

THE Central Hudson Gas & Electric Corporation is composed of three main divisions, the Poughkeepsie Division, the Newburgh Division, and the Kingston Division. Each division functions as a complete unit and because of this structure it was possible to create an inter-division rivalry for results to be obtained.

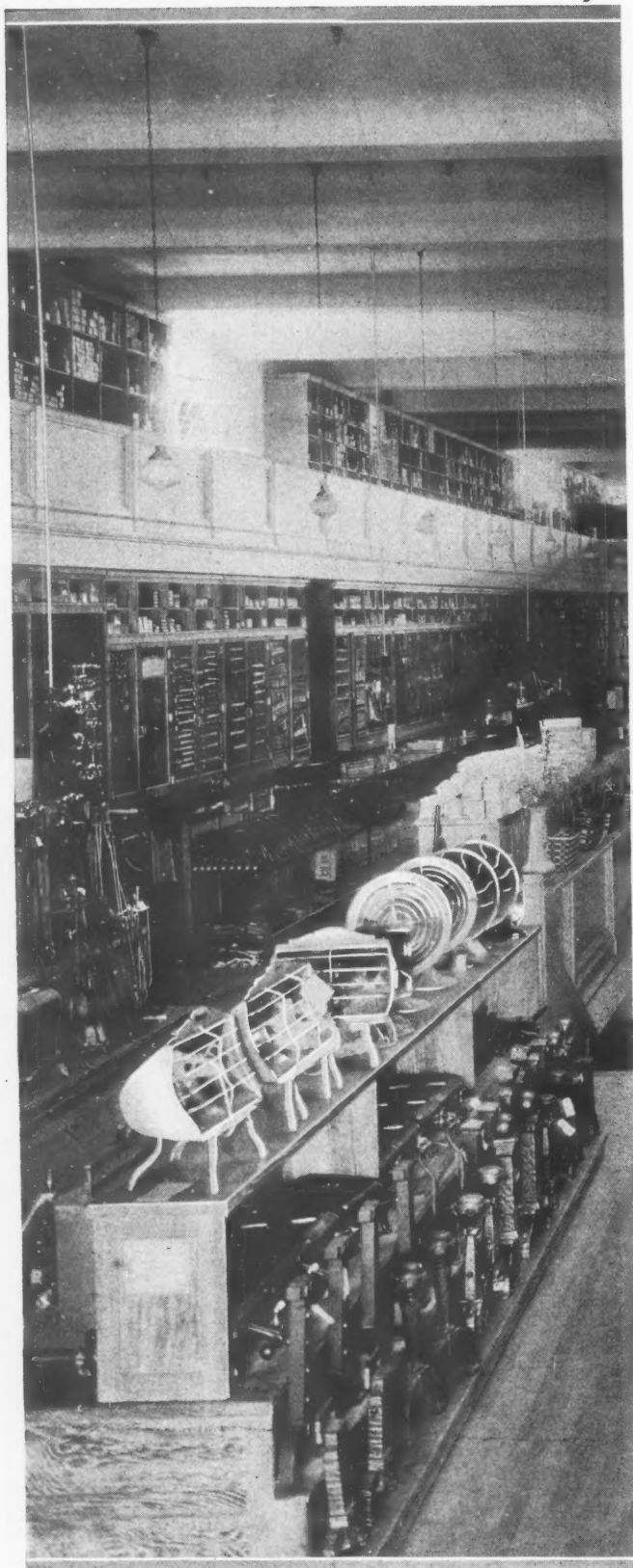
A quota was set up on the basis of one iron to every forty residential lighting meters. The quotas of the three divisions were consequently as follows:

| Division | No. of Residential Meters | Quota of Irons |
|--------------------|---------------------------|----------------|
| Poughkeepsie | 13,739 | 370 |
| Newburgh | 10,088 | 277 |
| Kingston | 12,779 | 353 |
| System total | 36,606 | 1,000 |

The campaign extended over a period of twenty-six days. A daily sales stimulating leaflet was published under the masthead of the "Daily Click"—"By the Watchman." This leaflet, well illustrated with cartoons, gave the day by day relative standing of the three divisions and the relation of the sales made to the quota to be attained. It was immediately apparent that the sales effort was yielding greater results than were even anticipated. A tabulation of the results follows:

| Division | Sales | Per Cent of Quota | Per Cent of Residence Meters Sold | Yearly Kilowatt-Hours | Kilowatt Hours per Meter |
|-----------------|-------|-------------------|-----------------------------------|-----------------------|--------------------------|
| Poughkeepsie .. | 1,183 | 320 | 8.62 | 85,200 | 6.2 |
| Newburgh | 815 | 294 | 8.08 | 58,600 | 5.8 |
| Kingston | 1,001 | 284 | 7.84 | 72,000 | 5.6 |
| System | 2,999 | 300 | 8.2 | 215,800 | 5.9 |

As could be expected, the rivalry for honors between the three divisions was intense, and the final results indicated a supreme effort, each division attempting to outdo the others in the form of signed pledges from employees, spectacular group meetings, and other forms of promotional endeavor. That each division did its very best is indicated by the small margin of difference in the final number of sales made in each division.



THE sales methods of this prosperous chain are based on display. Electrical merchandise is not segregated but located in different points in the store. Lamps and small electrical necessities, fuses, flashlights, etc., are shown on a counter just inside the door. Heaters, as shown above, are directly in the line of traffic at the head of the basement stair.

Bring

Sales Methods

THE general belief that electrical equipment requires a special merchandising treatment is what has stood in the way of the more rapid development of the electrical retail industry, in the opinion of James L. Belt of the Dresslar Hardware Company of Los Angeles. This firm has four stores in different sections of Los Angeles, all of them handling electrical equipment as a standard part of their stock.

The hardware store according to Mr. Belt, is chiefly interested in store-sold products—those which fit in to the more or less standardized sales routine which the volume of business handled requires. He believes that electrical appliances come under that head to a much larger extent than is popularly supposed and testifies that his store has found them a most satisfactory class of merchandise.

The company has not yet gone into the field of electric refrigeration, feeling that too much outside work is still required in its handling, but is about to stock electric ranges on the same basis as its gas ranges. And as for other appliances, they already form a large item in the sales record.

THE electrical merchant, in Belt's opinion, has too frequently taken the stand that the electrical appliance customer must be offered special inducements to buy and special service after the sale. Stock in other lines handled by hardware stores requires a certain amount of care in its upkeep and occasional repair work, but no particular fuss is made about its servicing. If it gets out of order, the customer calls up or brings it in and asks for help—and usually expects to pay for it. Electrical wares, he believes, can be handled in the same standardized fashion. Indeed, they must be so handled, if they are not to increase overhead to such an extent that profit is absorbed.

Among the appliances which Mr. Belt lists as being most adaptable to store selling are washing machines, vacuum cleaners, heaters, fans and small table appliances. Lamps and small hardware are good. The sockets, switches, fuses and other accessories which make up the less showy of household electrical needs are important items. Most of the hardware trade is made up of just such utilitarian articles and the methods of their handling are thoroughly understood.

It is interesting to note how these smaller items are displayed. The two departments, that of lamps and that of the small electrical necessities, are handled together at a counter just inside the door. Here the various sized lamps are on display overhead, while the usual

Them I N—

of a Los Angeles Hardware Chain

counter space is given over to the less thought-of articles. Instead of being under glass, these are spread out as samples, much as hardware is frequently displayed on plaques against the wall.

Experience has shown this method of ordering by sample to be just as good as the box or basket system with large numbers of each article on display—in fact, the customer prefers to see the fresh one taken out of the drawer or box. The surface of this counter is tilted like a school desk, and the cover is in reality a series of lids above shallow bins in which the articles are kept.

"But what," was the question asked Mr. Belt, "is the substitute for the outside salesman who takes the article to the customer, as in the case of washing machines or vacuum cleaners?"

"The substitute," said Mr. Belt, "is to bring the customer to the article. The whole theory of store merchandising, as opposed to specialized field selling, is based on the premise of securing an adequate volume of store traffic."

This is done primarily, of course, by advertising. The firm uses various forms of public appeal. For a while billboards were tried but these were found to be less effective than newspapers, street car cards and occasional direct advertising sent through the mail. The firm publishes a magazine called the "California Home Maker" which is issued once a year. This is an attractively bound and illustrated year book containing pictures of the store, articles on local developments, items of interest to the housewife on table decorations and other problems of home making, and pictures of homes in which products of the store have been used.

This is found especially useful in bringing prospective home builders into the store. It is circulated to the better homes of the district; those likely to appreciate quality in their purchases. The booklet is sufficiently interesting to be kept, with the result that the advertising of products carried is doubly effective.

OTHER special inducements serve to bring customers to the store. At one time the offer of a dollar allowance on any iron brought to the store to be applied on the purchase of a new electric iron brought many new as well as old custom-

Some slants on store selling which apply to the electrical store just as forcibly as to the hardware emporium

ers. The old irons turned in were piled in the window to attract attention.

Twice a year, the firm features what are known as "Dollar Days." On these occasions, handbills are circulated throughout the neighborhood. Real bargains are offered in certain fields—equivalent, if you will, to money which might have been expended to send the salesman to the home of the customer. This serves to bring the customer to the store. Many new names and new accounts are added to the firm's clientele by each sale of this kind. Incidentally, there is usually the demonstration of a washing machine or vacuum cleaner scheduled during this period in the store.

"The amount of electrical equipment we handle is large in one sense," said Mr. Belt, "but in another, it is just one of the innumerable items which make up our stock. The same principles which sell one household appliance sell another."

It is all a question of good store merchandising.



One of the four stores of the Dresslar Hardware Company of Los Angeles. Electrical merchandise, this company finds, is in steady demand with its hardware customers.

As the Editors See It

Objective—Net Profit

THERE is a difference between a "sales quota" and a "sales objective." A sales quota is a quantity of merchandise that somebody tells you you *must* sell. A sales objective is the quantity of merchandise that you *ought* to sell.

The quota may be so low that the transaction is piddling, or it may be so high that you spend all your margin trying to reach it. But the true objective, the quantity you ought to sell, is established at the point where you make the greatest NET profit.

Wise manufacturers never try to dictate quotas to dealers; on the contrary, they try to help these dealers find their individual proper objectives—the amount of business that pays them *the largest net profit*. The manufacturer who follows this policy is selfish in doing it—and the manufacturer who doesn't do it is some sort of a fancy fool.

For if the dealer makes a solid net profit he is a safe man for the manufacturer to have on his books, while the one who either loafs on the job or uses up all his margin to get an artificial volume may—and very often does—go broke.

The merchant who has plenty of customers never worries about how many competitors he has.

Contains a Moral for the Man Who Fears Competition

THE following appeared in John F. Sinclair's column in the financial pages of the *New York World* for Sept. 24. It was headed "Big Business Cited By Ice Companies—Electric and Gas Refrigeration Boon to Artificial Makers":

"Nature was very kind to the ice companies this past summer," said Charles C. Small, president of the American Ice Company, talking with me about the company's activities during a very hot season.

This concern, now the largest artificial ice company in the United States, supplying one-third of all the ice used in New York and a substantial part of the consumption in Boston, Newark, Atlantic City, Philadelphia and Washington, has earned more net profits this year up through September than in any equivalent nine months in its history.

"Is electricity and gas refrigeration having any adverse effect on your business?" I asked.

"We thought electric refrigeration when it came five or six years ago would have a very adverse affect on our business," said Mr. Small, "but the very opposite has happened. The small electric refrigerators have been pushed vigorously. Millions of dollars were spent in advertising. Several standard makes have been widely distributed, but during all this time the larger ice companies have been enjoying real prosperity.

"Electric and gas refrigeration, from our standpoint,

was the finest thing that ever came into competition with us. It put us on our mettle, and we began for the first time to study seriously the possibilities of the business.

"What did we find? Less than 50 per cent of the population were consistent ice users. The extensive advertising of the electric refrigeration companies drew attention to the scientific and hygienic possibilities of refrigeration. They took customers from us, but for every one we lost we gained four or five new ones. In a word, the machine refrigeration companies have done much to benefit all refrigeration, and ice companies are reaping some of the harvest. We are serving more customers than we ever served.

"Another thing. Before the advent of the electric people into the ice field many of us were mere order takers. We covered our territory and handled what business there was in sight, but did little to develop non-user business. When the electric people arrived we got busy. We cleaned house. We cut out the dead wood and the lazy, unprogressive personnel. We worked out our distribution more effectively. We added new customers constantly."

"The success of the ice industry in meeting its most successful competitor," said Mr. Small, "makes me feel that many a new form of competition, contrary to popular belief, is often a blessing in disguise."

A cock-eyed switch plate will convince any woman that the electrical contractor didn't know his job.

Quantity Sales to the Speculative Builder

PROMINENT in the list of activities to be developed by the Merchandise Sales Committee of the N.E.L.A. according to the report submitted by Chairman C. L. Harold at its recent meeting in Chicago, was a suggestion that the sale of electrical merchandise in *quantity lots* to "builders of a number of houses" be encouraged.

This program is timely and well advised. The ratio of houses erected by the speculative builder is rising. In many cities such operations now constitute over 65 per cent of all domestic building activity. The narrow viewpoint of most of the members of this profession, concerning the matter of electrical equipment, is limiting the amount of business the electrical dealer can obtain from this "new homes" market. Some way must be found to sell the builder of two, six or a dozen houses as complete a wiring job, and as many pieces of installed electrical equipment to be financed on the mortgage as is now being done, in many instances, with the private builder.

Mr. Harold's objective is a commendable one. May we suggest that the speculative builder is best reached through his pocketbook. Any plan that will speed property turnover will be given his favorable consideration. And is there anything that will give mass production homes a sharper selling edge over the keen competition that exists today among the realtors that a complete electrical equipment included in the purchase price?

"Who Is the Public?" by Frank B. Rae, Jr.

(Continued from page 56)

why. Here's the answer to that one, as developed by our interviews:

WHAT'S WRONG WITH THE ELECTRIC STORE? (as answered by 24 Housewives)

- 5 say the displays are jumbled and uninteresting
- 8 say electric store prices are too high
- 13 say stocks are inferior and selection limited
- 5 are afraid to go in unless ready to buy
- 4 have never been inside an electric store
- 7 are favorable to the electric store

BUT

5 of these 7 bought their last appliance elsewhere

That tells you what's wrong inside your store, but even that isn't the whole answer to your merchandising problem. You've got to know also why these twenty-four people don't immediately buy the hundred dollars' worth of additional appliances they really want today. For when you know *why* they don't buy *from you*, and *why* they don't buy *from somebody else*, you are in a pretty fair position to formulate an effective policy to get their business. Here is the sales resistance you must overcome:

WHY WANTED APPLIANCES ARE NOT PURCHASED (as explained by 24 Housewives)

- 10 are simply putting off purchase for no reason
- 2 have good reason for postponing purchase
- 5 feel the article wanted is not yet reliable
- 1 thinks the article wanted is overpriced
- 2 are unwilling to spend money on themselves
- 2 can't decide which make to purchase

* * * * *

It doesn't do a sick man any good to tell what's the matter with him unless you're prepared to tell him what to do to get well. This industry of ours is altogether overcrowded with diagnosticians: what we need is a few good, old family doctors who know how to write prescriptions. Being an advertising man, perhaps I may qualify.

To begin with, take the list of electrical dealer ailments: If it is true of your store, as it is of the electric stores in my town, that the displays are jumbled and uninteresting, and that the stock appears skimpy, your first job is to correct these faults. No rigid rules of procedure can be given, of course, but as a general proposition these faults can be overcome by studying and adapting the display effects and stock arrangements of the half-dozen most popular stores in your town. Any man who has the courage to recognize his store's shortcomings and the desire to correct them can do so. It isn't a matter of

money or experience: it is a matter of observation and determination.

With the two inside faults corrected, what remains to be done? You'll be surprised when I tell you that every other merchandising problem of the electrical dealer can be handled in one small advertisement—every element of sales resistance can be attacked, and every objection to your store can be answered—in *one ad*. Here it is:

The Reely-Kold Electric Refrigerator is

Worth \$1000.00

To You

in food saving, in health, in ice bills and in convenience, but costs only \$249.00 installed (and sold on the easiest terms ever offered). Approved by Good Housekeeping Institute since 1902. Guaranteed by the \$5,000,000.00 Mammoth Manufacturing Company.

The economical, popular-priced Reely-Kold is not only most efficient, durable and easily cared-for, but it is the handsomest electric refrigerator ever seen in Podunk.

Six Charming Colors to Choose From

Inside it is polar-cold white porcelain, as spotless as a china dish. Outside, it is finished in seven coats of glowing, genuine Duco in color tones to harmonize with your kitchen or breakfast nook. And it is

As Good as it is Beautiful

It is good to your family, promoting their health through the most perfect modern method of food preservation. It is good to your pocketbook, being low in first cost and cheap in operation. It is good to YOU because it saves you so much in work, annoyance and so many needless steps.

Just Glance in Our Window

Then you will want to come right in and examine the Reely-Kold "close up." And you will be very welcome—under no obligation. It is our desire to exhibit and demonstrate ALL electrical appliances in which Podunk's progressive housewives are interested.

The PRICE—\$249—Is Limited

"Aw! That ain't such a much of an ad," remarked Alibi Ike when I showed him this copy. "I don't think THE PUBLIC would fall for it."

To which I replied, quoting Commodore Vanderbilt, "THE PUBLIC be damned!"

We're not doing business with THE PUBLIC, we're doing business with *folks*. And our appeal, whether in store arrangement, window display, price, terms, inducements, sales, whoop-ee or advertising, should all be addressed to folks.

Because—

THE PUBLIC *is* folks.



New MERCHANDISE

*Recent Developments in the Appliance Market
Gathered by the Editors*



"Weeks" Range

Illustrated is the full-automatic 373A-L "Electrola" range of the H. G. Weeks Manufacturing Company, Goshen, Ind. This range is but one of a line of "Electrola" ranges, with a retail price scale of from \$41.60 to the 373A-L model de luxe, which is retailed for about \$177.

This range may be had with right or left-hand oven. It has an oversize oven, 16 in. wide, 18 in. deep by 13 in. high, with broiler, utility drawer and warmer. The maximum demand is 5,950 watts. There are two 9-in. surface burners, 1,200 watts each and one 7-in. burner, 600 watts. The broiler and oven units are 1,500 watts each. The finish of the range is gray and white porcelain. The range may also be had in a four-burner model and in jade green enamel and white and black.—*Electrical Merchandising*, October, 1928.



"Westinghouse" Automatic Turnover Toaster

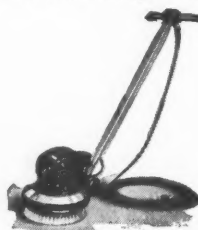
An adjustable timing device which may be set to toast any thickness of any kind of bread to any degree desired, is embodied in the new automatic turnover toaster of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. The operation of the timing device is unaffected by heat from the element, the manufacturer declares.

Two models of the toaster are available: the "Aristocrat," a de luxe model (illustrated), retailing at \$11.50, and the "Standard," retailing at \$9.75. Both of the new models are two-slice toasters and embody not only the automatic feature but the turnover feature as well.—*Electrical Merchandising*, October, 1928.

"Hild" Floor Machine

By interchange of brushes the electric floor machine of the Hild Floor Machine Company, 108 West Lake Street, Chicago, can be made to perform many floor cleaning and surfacing operations. The brushes, of which there are four, are 13 in. in diameter. Available for use with the machine are the Palmetto scrub brush for scrubbing any kind of floor, the steel wire brush, for scraping off varnish, scrubbing cement, wood or concrete floors, the sandpapering disk, used for sandpapering to a smooth and level surface wood and cork tile floors, and the polishing brush, used to apply paste or liquid wax and for polishing all types of waxed floors.

The machine weighs 45 lb. Two small rubber-tired wheels at the rear of the machine permit the machine to be rolled over the floor when not in use, eliminating the necessity of carrying it. A 1/2-hp. General Electric motor is used. The intended retail price of the machine, with four brushes and a rubber squeegee to pick up dirty scrub water and a floor pan, 20 in. wide to be used with the squeegee, \$137.50. The machine only, with scrub brush and polishing brush, is \$120. Other brushes and equipment may be purchased separately, if desired.—*Electrical Merchandising*, October, 1928.



New "Buss" Lights

The Bussman Manufacturing Company, St. Louis, Mo., is bringing out a new 1929 line of "Buss" lights. Seven new models are offered, with both translucent and metal shades, widely different in design and color. Bases are finished in bronze, ivory and gun metal.

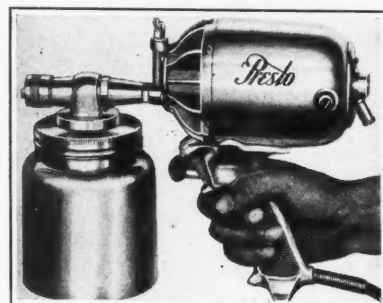
Every "Buss" light has a shade holder that grips the bulb, so that the shade can be tilted and will stay in any position. A base plate screws out to form a clamp that holds on anything flat or round up to 2 1/2 in. A slot in the base permits the light to be hung on hook or nail. The height of the lamp is 11 1/2 in. Intended retail price, decorated models, \$3; plain models, \$2.—*Electrical Merchandising*, October, 1928.



New "Westinghouse" Percolators

In the new Egyptian Urn percolator, the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, has molded the short curves and angles of Oriental design into a strikingly beautiful coffee service. The set consists of a twelve-cup urn, with a sugar, creamer and tray, all embodying the graceful lines found in Egyptian art. Like all Westinghouse percolators, the urn is equipped with a Spencer thermostat, and also with the new Corox heating element. This new element concentrates its heat around the percolating well.

Another new percolator which the company has marketed is the "Wentworth," an aristocratic model which is available in both the urn and pot types. The Wentworth urn set retails for \$35.00; the pot set for \$31.50. The Egyptian Urn set is \$52; urn only, \$28.50.—*Electrical Merchandising*, October, 1928.



Spray Gun

The Metal Specialties Manufacturing Company, 338 North Kedzie Avenue, Chicago, is announcing a new "Presto" model 82 sprayer that develops 25 to 30 lb. pressure, sufficient to completely atomize and spray paints, varnishes, lacquers, shellacs, bronzes, liquid floor wax, insecticides, disinfectants and other reasonably thin liquids.

The sprayer is made to operate from any standard lighting circuit, a.c. or d.c., 25 to 60 cycles.—*Electrical Merchandising*, October, 1928.

New Electrical Merchandise



New "Simplex" Waffle Iron and Percolator

Of six-cup capacity is the new percolator brought out by the Simplex Division of the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago. It has a substantial copper body, heavily nickel-plated with dripless cast metal spout and valveless pump. It is equipped with safety fuse plug which gives protection against overheating, boiling dry or heating a dry percolator. Intended retail price, \$9.

The waffle iron has pedestal tray base, to catch any overflow or batter. The grids, 7½ in., are heated by patented Simplex Calrod units clamped to the back of the grids. An ingenious expanding hinge allows the top grid to rise parallel to the bottom grid, avoiding a wedge-shaped waffle. Intended retail price, \$10.—*Electrical Merchandising*, October, 1928.



"Arrow" One-Piece Porcelain Receptacle

The Arrow Electric Company, Hartford, Conn., has brought out a new one-piece porcelain receptacle, rated at 250 watts, 250 volts, for use on 3½ in. and stud boxes. It is provided with screw holes spaced 2½ in. apart for direct mounting on 3½ in. outlet boxes. It is designed with a deep back, however, so that it can be mounted on stud boxes by using the adapter strap No. 1166 which is sold separately. The diameter of the base is 3½ in. Wash nickel is standard finish on chain. Brush brass finish is furnished if desired.—*Electrical Merchandising*, October, 1928.

"Westinghouse" Heating Pads in Color

Old rose and green with silk cords to match are the new colors offered in the new heating pads of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

The pads are equipped with a 60-watt, 3-heat switch. The heating element has a thermostat that will not interfere with radio reception.—*Electrical Merchandising*, October, 1928.

Infra-Red Lamp

For the treatment of ills requiring deeply-penetrating heat rays, Leo. F. Robertson, Inc., 532 West 22nd Street, New York City, is offering an infra-red lamp available in different sizes and capacities. The lamp pictured has a 700-watt capacity. It is readily adjustable so that the heat waves may be directed where desired. The intended retail price is \$30.—*Electrical Merchandising*, October, 1928.



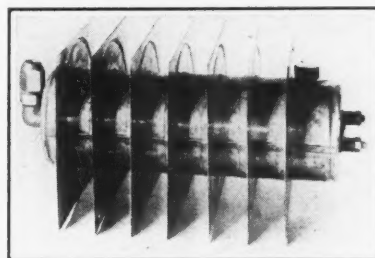
New "Copeland" Products

The Copeland Sales Company, 630 Lycaste Street, Detroit, Mich., is introducing two new additions to its line—an all-porcelain refrigerator and a new two-cylinder condensing unit of comparatively small horsepower and large capacity for commercial and multiple installations.

The new all-porcelain refrigerator is of 5 cu.ft. capacity and has an ice-making capacity of 108 cubes. It is finished with a gray top, sides and front, while the doors and louver fronts are of white porcelain.

Two types are being made in the new condensing unit, one, for use with installations using Copeland cooling coils, is equipped with dual pressure control. The other is for use with special cooling tanks and has dual temperature control and expansion valve. Both are water cooled. They are built to handle 550 lb. melting ice equivalent per day on a 16-hour basis with tap water at 60 deg.

Another Copeland announcement, claimed to greatly simplify installation of electric refrigeration systems, is the Copeland Zero Tube, designed to establish a standard of sizes in cooling units, eliminating the necessity of carrying a large variety of different types of cooling coils. The Tube consists of a tinny copper tube, 4 in. in diameter, on which are affixed copper fins, 7 in. square. Inside the tube are the customary coils such as used in a brine tank and wound spirally. Both ends of the tube are closed and it is filled with brine, giving the system the combined advantages of the fin and brine systems. The tubes, ranging in length from 12 in. to 8 ft., are made to fit practically every type of installation and can be used either in series or parallel.—*Electrical Merchandising*, October, 1928.



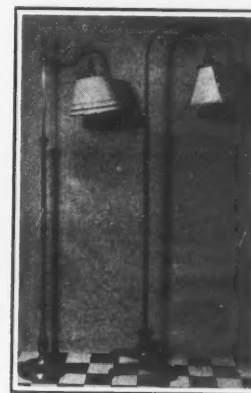
New Floor and Table Lamps

Many new and unusual lamp designs are offered by Ludlow & Minor, Inc., 240 West 23rd Street, New York City, for the coming lamp buying season.

Illustrated are two bridge lamps: No. 47, at the left, retailing for \$40 complete and lamp No. 2286, at the right. This lamp retails for \$30, the shade for \$24. Both lamps are adjustable for height and have swivel sockets, permitting the light to be thrown in any desired direction. The base of the lamp at the left is finished in lacquer, in a choice of finishes, and gold. It has linen, decorated shade.

The lamp at the right is finished in verde green and has stretched silk shade.

The table lamp has Castelli pottery base, with rose, blue and yellow flowers and soft brown bands. Its height overall is 12 in. The shade is parchment, decorated to match the base. Its intended retail price, complete, is \$15.—*Electrical Merchandising*, October, 1928.



Infra-Red Lamp

A new deep-therapy and infra-red lamp of exceptionally long heat wave length is a new development of the Kny-Scheerer Corporation of America, 10-14 West 25th Street, New York City. The lamp is designed to deliver 900 to 1,000 deg. F. at the elements instead of several thousand degrees. This low temperature, the company explains, causes the extremely long heat wave length.

No glass is used in this new lamp as true infra-red rays, it is claimed, are not filtered through glass. The lamp has two aluminum shells which keep the outer shell cool under all operating conditions. A safety screen protects the patient against the falling of hot particles should the unit become injured by accident. The units, however, are not fragile, the company points out.

Intended price, \$125, f.o.b. New York.—*Electrical Merchandising*, October, 1928.

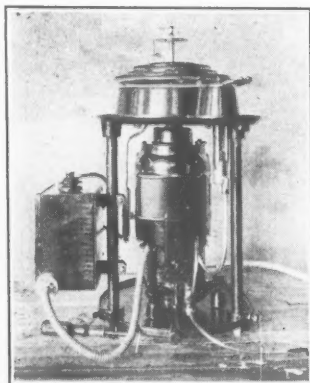
New Electrical Merchandise



"Cozy Glow" Heater

Smart new lines and a number of improvements in construction are incorporated in the new De Luxe "Cozy Glow" heater brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

The frame of the heater is artistically decorated and finished in rich, bronze green, contrasting pleasingly with the shining copper reflector. The fundamental construction and operation are the same as in all other Westinghouse "Cozy Glows." The intended retail price is \$7.50.—*Electrical Merchandising*, October, 1928.



Type G, "Super Oil Heater"

In the Type G oil burner of the Super Oil Heater Company, 1027 Newport Avenue, Pawtucket, R. I., the oil is fed by suction from the supply tank, which may be placed either inside or outside the building. No underground piping from tank to furnace is required. The Heater lifts oil from the supply tank, thus requiring no auxiliary pump when the outside tank is used.

The Heater is entirely enclosed within the base of the boiler or furnace, out of the way. The only part outside the furnace is the self-cleaning strainer, which is placed at the outlet from the tank. A "Super" anti-siphon valve in the oil line prevents the possibility of flooding, the fuel flowing back into the tank when the Heater stops.

The carburetor is combined with the motor and pump, the entire working mechanism of the Heater being in one unit. Separate adjustments are provided for air and oil. The motor is the repulsion-induction type, 1,725 r.p.m., $\frac{1}{3}$ hp. Oiling is necessary only once a year. Electric ignition is another feature of the Heater, an ignitron being used to produce a hot, flaming spark that jumps from the one-piece spark plug to the revolving ignitor disc under the nozzle.—*Electrical Merchandising*, October, 1928.

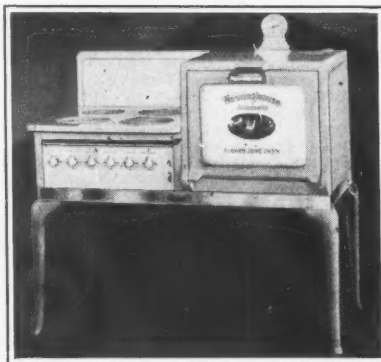
New "Westinghouse" Ranges

A complete new line of full-automatic "Flavor-Zone" ranges has been announced by the Merchandising Division of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

These new ranges incorporate a number of improvements over the line they supersede. One of the most important is the thermometer on the oven door which is now graduated in degrees Fahrenheit instead of numerals, as formerly. Another improvement of note, on ranges where three-wire service is employed, is the 3-heat reversible switch to insure a balanced load on the lines regardless of the number of units being used.

The leader of the new line is the Console, with large 18-in. oven and three surface units, at a moderate price. Junior and Senior consoles are also offered. The Junior Console may be supplied not only in the standard colors of gray enamel, semi-white enamel and black enamel, but also in the gayer colors of green, blue and buff.

The intended retail price of the new Senior Console full-automatic (whose maximum input is 9,560 watts) is \$220 in gray finish, \$170 in semi-white enamel; the Console model is \$175 in gray, \$150 in semi-white; and the Junior Console is respectively \$127.50 and \$152.50. New Westinghouse non-automatic ranges are also offered, ranging in retail price from \$100 up.—*Electrical Merchandising*, October, 1928.



Pottery Bracket Lamp

Particularly appealing for Spanish, Italian or any modern interior is the new GV No. 3 lamp of Carbone, Inc., 348 Congress Street, Boston, Mass. The base of the lamp is of Treviso pottery which may be had in red, black, yellow or blue. The parchment shade is modernistic in design. The intended retail price, complete with swivel bracket, is \$36.50.

Many other new table lamps with Italian pottery bases and decorated parchment shades are offered for the coming lamp season.—*Electrical Merchandising*, October, 1928.



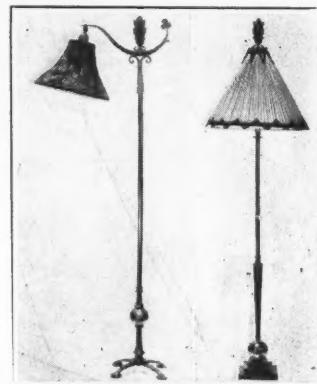
New "Miller" Lamps

For the fall and holiday lamp-buying season, The Miller Company, Meriden, Conn., is offering an unusually attractive and complete line of portable lamps, including several new numbers of Italian pottery table lamps.

The two-light table lamp pictured is in the lovely soft, subdued colors found in Italian pottery. The lamp is 26 in. high. An antiqued crackle parchment shade carries out the design in the base. The lamp, L2875 is listed at \$24 and the shade, 5423, at \$18.

The junior and bridge lamps carry out the modernistic line now so popular. The 2-light junior lamp is in midnight black and polished brass. The pleated shade may be had in peach blossom, rose-taffeta lined, trimmed with black velvet or in turquoise blue lined with Nile green. The height of the lamp is 68 in., the shade 20-in. diam. Retail price of lamp, L252, is \$43, shade, 5431, \$25.

The bridge lamp is a combination of French pewter and delicately stained old brass. The cobweb embroidered shade is of bronze changeable green taffeta, lined with tan and interlined with gold. The lamp L239 is 57½ in. high and retails for \$47.50. The 12-in. shade, 5402, is \$25.—*Electrical Merchandising*, October, 1928.



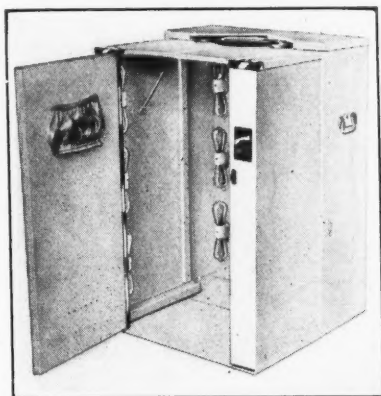
"Rola" Dynamic Loudspeakers

The Rola Company, Oakland, Cal., is announcing a line of dynamic loudspeakers, including console and table models, also a dynamic power unit for cabinet installation.

The power unit, D-110, is equipped with rectifier element for operation directly on 110-volt a.c. circuits. It is listed at \$50. The console model, No. 35 and the table model, No. 30 are equipped with this power unit. The console model has top dimensions of 18 in. x 30 in., sufficient to accommodate any standard radio set. In developing this new unit the company declares that it sought to achieve a maximum of sensitivity to make practical the satisfactory use of the unit with tubes of lower powers, such as the type 171.—*Electrical Merchandising*, October, 1928.

Electrical Merchandising, October, 1928

New Electrical Merchandise

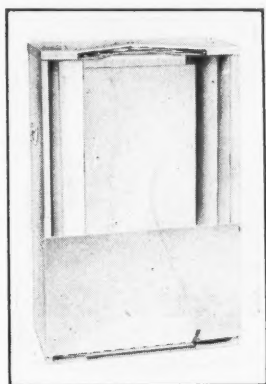


Electric Light and Heat Bath

Among the electrical health and beauty devices on the market is an electric light and heat bath, designed for home use. It is offered by the Federal Electric Cabinet Company, 183 Thatford Avenue, Brooklyn, N. Y.

The cabinet is supplied with 24 lamps, with two switches, controlling a series of 12 lamps each. Enough heat is produced within the cabinet to cause a profuse perspiration in a few minutes, dissolving body impurities, building up tissues and stimulating the circulation. The cabinet, it is claimed by the manufacturer, tends to calm and tranquilize, assuage pain, eliminate poisons from the system, stimulate the circulation and to correct faulty elimination. It is recommended for colds, rheumatism and allied diseases and in the relief of pain as well as reducing.

A feature of the cabinet is its compactness. It is so constructed that it can be folded into about one-third its size. When set up for use, the cabinet measures 32 in. x 32 in. The price range of cabinets offered by the company is \$150 to \$350.—*Electrical Merchandising*, October, 1928.



"Bryant" All-Rubber Cord Sets

All-rubber cord sets, with a flexible rubber cap molded on one end and with the other end stripped ready for wiring, have been brought out by the Bryant Electric Company, Bridgeport, Conn. The cords come in 10-, 20- and 30-ft. lengths, with No. 16 or No. 18 all-rubber cords. These waterproof cords will be found of great convenience about the home, in the bathroom, laundry, garage; in the factory or the farm. They are intended for use where there is liability of the ordinary cord becoming water soaked. The intended list price, with No. 16 all-rubber cord, in lengths of 10, 20 and 30 ft. are, respectively, \$1, \$1.84 and \$2.66; with No. 18 junior all-rubber cord, 74c, \$1.29 and \$1.84.—*Electrical Merchandising*, October, 1928.

"Arborphone" A.C. Receiver

The Consolidated Radio Corporation, Arborphone Division, Ann Arbor, Mich., has brought out a new Model 45 a.c. receiver which is available in cabinet and console types.

The receiver employs eight tubes—four UX-226, one UY-227, two UX-171 and one UX-280 rectifier tube, providing three stages of radio frequency amplification, detector and one straight audio and push and pull audio output. It has single control, patented a.c. hum control and is adjustable to variation in house current voltage. Equipped with phonograph pick-up jack. Mahogany cabinet. Intended list price of receiver in chest-type cabinet, \$75; BM Base with balanced armature speaker, \$45; BD Base with a.c. rectifier and dynamic speaker, \$70.—*Electrical Merchandising*, October, 1928.



"Propp" Electric Chimes

A new "Propp" device for the Christmas trade is the No. 3000 electric chimes to decorate the top of the Christmas tree and for other ornamental uses. The manufacturer is The M. Propp Company, 524 Broadway, New York City. A small motor in the top of the chimes keeps the dome turning constantly, tapping the gongs and making a soft jingle like sleigh bells. The device is made for use in connection with any of the Propp Mazda Christmas tree outfits. The intended list price is \$2.50.—*Electrical Merchandising*, October, 1928.



Two New "Eagle" Desk Lamps

The Eagle Electric Manufacturing Company, 59 to 79 Hall Street, Brooklyn, N. Y., is announcing two new desk lamps, one equipped with a removable ash tray, making an attractive smokers' lamp.

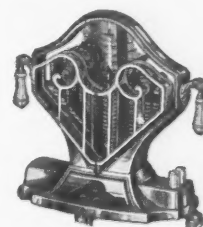
Both lamps have flexible arms, permitting adjustment to any angle. No. 395 is offered in verde green, mahogany or antique bronze finishes. Its intended retail price is \$2.50. No. 396, the smokers' lamp, is offered in antique bronze and verde green. It is listed at \$3.75.—*Electrical Merchandising*, October, 1928.



"Universal" Toaster

Landers, Frary & Clark, New Britain, Conn., is announcing a new toaster, entirely new in design. The toaster is known as E9410 and takes slice of bread 4½ in. x 4½ in. The toast is turned by pressing the buttons incorporated in its base. It is decorative in appearance and will form an attractive companion-piece for an electric coffee urn.

The finish is nickel, with ivory antique Casein handles and feet. Intended retail price, \$10.—*Electrical Merchandising*, October, 1928.

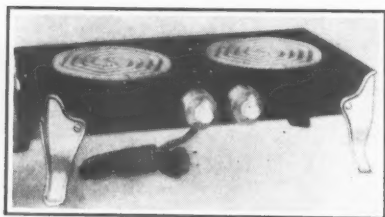


New "Barton" Washer

An improved, submerged type agitator supplies washing action for the "Barton" washer of the Barton Corporation, West Bend, Wis. The agitator has exceptionally wide, thick wings for speedy washing action. The clutch at the top of the agitator provides convenience of control.

The washer has heavy copper tub, nicked inside, and enameled in color outside. "Lovell" wringer, bell-type "Horn" casters, channel steel frame, special motor mounted on insulated bracket and many other refinements.—*Electrical Merchandising*, October, 1928.

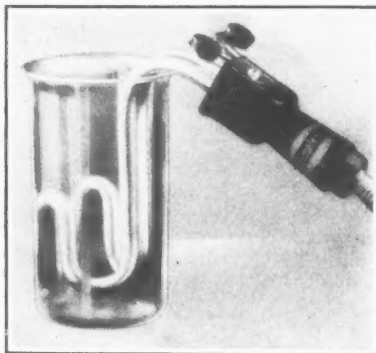
New Electrical Merchandise



New "Simplex" Appliances

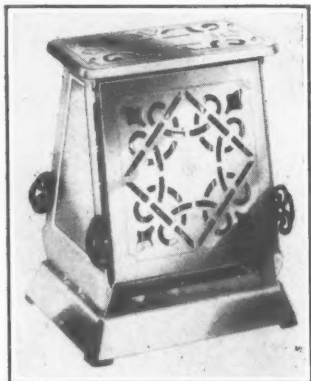
Among the several new appliances brought out by the Simplex Division of the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, is a twin hotplate, with glowing open coil units, 550 watts each. It has reversible switches and attached cord and plug. It is made of pressed steel, black japan finish with ocean green enameled legs. It is 18 in. long by 9 in. wide and is listed at \$6.90.

The immersion heater has Calrod unit and is made to fit a medium size glass. It has a cool handle, turned away from the steam and is provided with a cool rest. Its wattage is 300. Intended retail price, \$3.85.



The toaster toasts two slices of bread at once and automatically turns the toast when the side is lowered. It is rated at 625 watts. Finished in nickel. Detachable miniature molded plug. Intended retail price, \$5.

Other new devices are the Simplex Special iron, the curling iron and the soldering irons. The curling iron is listed at \$2.50 and the soldering irons at \$2.75 and \$3.25. The Simplex Special iron is \$3.50.—*Electrical Merchandising*, October, 1928.



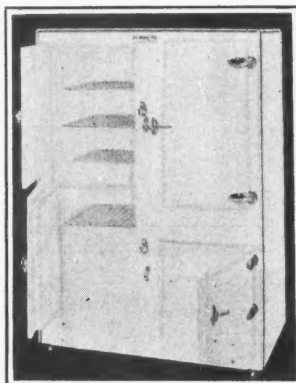
Two New "Nokol" Burners

An open-flame type burner, with electrical ignition, and a horizontal rotary-type burner are the two most recent additions to the line of the American Nokol Company, 4200 Schubert Avenue, Chicago.—*Electrical Merchandising*, October, 1928.

"Bohn" Refrigerator Cabinet

Of white porcelain inside and out is the new "Sanitor" No. 23½ refrigerator cabinet brought out by the Bohn Refrigerator Company, St. Paul, Minn. The cabinet has a food storage capacity of 9.05 cu.ft. The outside measurements of the cabinet are 39 in. wide, 55½ in. high and 22½ in. deep.

A feature of the cabinet is the double-duty ice chamber. An ice chamber arrangement is employed that renders the cabinet instantly changeable from ice to mechanical refrigeration use or vice versa, so that the purchaser may change from ice to electric refrigeration or, if the mechanical unit is installed at the outset, the cabinet offers the assurance of a temporary return to ice in the event that the cooling unit must undergo mechanical repairs.—*Electrical Merchandising*, October, 1928.



"Banlite" Safety Screwless Holder

Adaptable to all types of commercial lighting glassware is the new "Banlite" screwless holder introduced by the East Side Metal Spinning Company, 451 Greenwich Street, New York City. It is made in 4 in. and 6 in. suspension and ceiling types. To install a globe on a Banlite-equipped fixture requires the single operation of tilting the holder and inserting it into the top of the bowl. To remove the globe, lift the holder and tilt the support. Instead of screws, the bent ends of the two arms of the holder support the bowl from the inside.

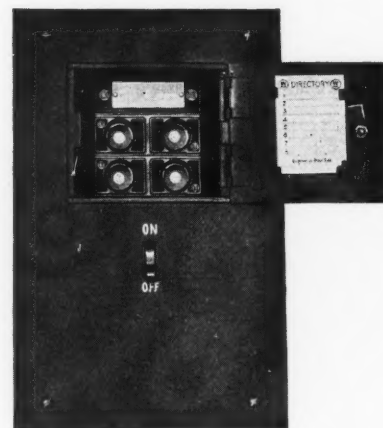
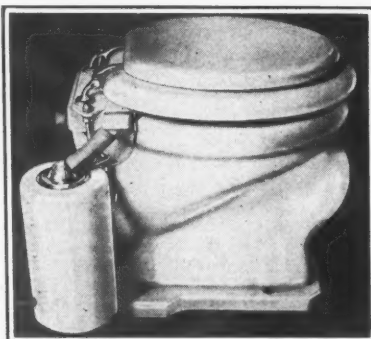
The holder is made of solid brass or solid bronze. A special porcelain socket which screws onto the support has been developed for the holder, to reduce wiring costs.—*Electrical Merchandising*, October, 1928.

Air Purifier for Bathroom Use

The Domestic Electric Company, Cleveland, Ohio, has placed on the market a new "Claritor" to permanently and instantly purify and clarify the air in bathrooms, toilets and restrooms.

The new appliance is in nickel and white vitreous china finish and is attached to the base of the toilet bowl. A tiny motor, quiet in operation, occupies the bottom of the "Claritor" and stops and starts automatically as required.

When in operation a current of air is gently drawn from the bowl. The air is passed through a filter in the "Claritor," in which it is completely purified. No trace of odor remains. The appliance makes no use of chemicals. It purifies the air, the manufacturer points out, and does not convey it out of doors through a system of ventilation. No adjustment or renewal of any parts is necessary, it is claimed, since the device works automatically and permanently.—*Electrical Merchandising*, October, 1928.



"Westinghouse" Panelboard

For installation in residences, apartments or other places where power and light circuits formerly required switching equipment which was space-consuming and unattractive, a new type CLP combination light and power panelboard has been brought out by the Westinghouse Electric & Manufacturing Company, Brooklyn Works, Brooklyn, N. Y.

Heretofore, the installation of an electric range required a meter service switch, a safety switch for the range circuit and a panelboard for fusing the lighting circuits. The type CLP panelboard places all the light and power controls in one neat cabinet. The panelboard is made up of cold-molded, asbestos composition branch circuit units. The entire panel is dead-front and all 220-volt circuits are under cover. The main switch is a new, 60-amp., 250-volt tumbler switch, specially designed for this application and has a Bakelite handle and Micarta insulating parts.—*Electrical Merchandising*, October, 1928.

Manufacturers' "Dealer Helps"

Show window, counter, mail advertising and specialty aids offered to help the dealer get more business

S.E.D. Announces Its New Christmas Merchandising Helps

While, to the world at large, it seems rushing things a bit to be thinking and talking of Christmas, the busy merchant finds time all too short to conclude plans for his holiday sales activities.

For this year's Christmas season the Society for Electrical Development, bearing in mind the great demand last year for Christmas merchandising helps, has prepared another series of attractive holiday display material.

The *pièce de résistance* this year, is a window display, a 9-color lithograph, showing Santa, big as life, knocking at the window. Supplementing this lay-out is a counter card in six colors, comprised of a wreath and candle with a mantel-like wing made to support an appropriate gift suggestion, such as an iron or curler. This cut-out is 16 in. high and 13 in. wide.

In addition to these display pieces is a complete portfolio of merchandising suggestions and a manual with instructions on how to conduct outdoor lighting contests. The manual was prepared in view of the increasing interest being taken by local electrical leagues throughout the country in exterior and interior decorative lighting during the winter holiday period.

As part of its monthly advertising service to central stations, which is tied in with the N.E.L.A. concurrent advertising schedule, the society has available for November and December its usual special series of gift advertisements, accompanied by mats. Although each advertisement is a complete unit in proof form, the mats are of illustrations only, the type to be set locally, in order that the dealer may change and modify the copy to suit his particular requirements.

Before ordering these dealer helps, a broadside further illustrating and describing the available material may be had upon request. Address the Society for Electrical Development, 420 Lexington Avenue, New York City.

The New G. E. Refrigerator "Sales Machine"

The new "Sales Machine" heralded by the Electric Refrigeration Department of the General Electric Company, Hanna Building, Cleveland, Ohio, is a publication which will be sent out six times a year to users and prospects for General Electric refrigerators. It will be called "The Silent Hostess" and the first edition, it is estimated, will run around five hundred thousand copies.

In introducing this new "machine" the company says: "Our idea is to first sell the housewife on the benefits of electric refrigeration. We believe that convenience, additional leisure, health, economy, luxury (desserts, drinks, ice cubes, etc.), ease in entertaining and greater menu varieties



This six-color counter card, conveying Christmas thoughts by its wreath and candle, has a mantel-like wing that will support an appropriate gift suggestion like an iron or other small appliance.

have a greater appeal to the housewife.

"The second step of our activity is to sell the advantages of General Electric refrigerators. The third step is the actual contact with the prospect."

In the first issue, an attractive rotogravure magazine of 23 pages, articles by Dr. Harvey M. Wiley, Mildred Weigley Wood, Ruetta Day Blinks, Mrs. Harold Lloyd and Dr. E. V. McCollum are included. Supplementing this activity, the company plans to invite the women to the showroom to taste the various recipes which can be made in the refrigerator. Men, also, are invited to the showroom for an explanation of the mechanical workings of the refrigerator.

Distributors and dealers will be furnished with a series of newspaper advertisements tying in directly with the educational comment of "The Silent Hostess."

THE BRYANT ELECTRIC COMPANY, Bridgeport, Conn., is supplying its distributors with attractive folders in color, illustrating the "Bryant-Hemco" No. 253 cord set and "Hemco" plural plugs. A metal display stand is also offered. The stand pictures the "Hemco" plural plug line and actually carries five of the sample plugs, which can be removed and sold.

THE WINSLOW BOILER & ENGINEERING COMPANY, 208 South La Salle Street, Chicago, is offering several pieces of printed matter on the "Kleen-Heat" oil burner. These pieces include a booklet, "The New Common Sense About Oil Heat," "The Scientific Successor to Coal" and "Automatic Comfort."

"Benjamin" Book on Industrial Lighting

"A Guide to Productive Lighting for Industry" is the title of a new publication released by the Benjamin Electric & Manufacturing Company, 120 South Sangamon Street, Chicago, which will be found interesting and instructive for plant executives, superintendents of production, plant electricians and master mechanics.

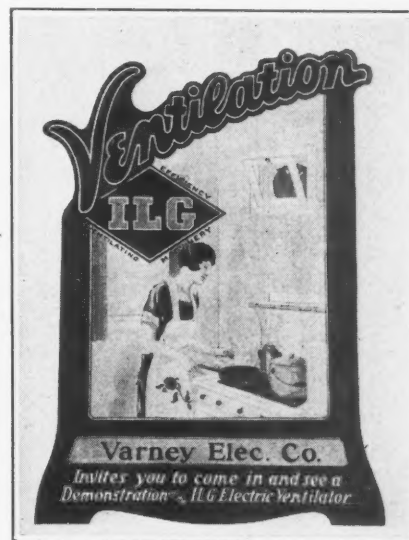
This guide to productive lighting for industry is suggested for use with an elaborate direct mail sales promotion campaign which the company has prepared for the use of electric leagues and electric light and power companies interested in a local activity looking to increase industrial lighting sales.

The plan includes the setting up of a qualified list of prospects, direct mail advertising to break the ice and secure the pre-interest of the prospect in better lighting as a solution to his manufacturing problems, making a survey of the plant and preparing specifications for an installation of correct industrial lighting and arranging for a trial demonstration.

The direct mail plan is a distinctly "local" campaign and does not mention any manufacturer's product.

THE MILLER COMPANY, Meriden, Conn., has available for distribution its catalog No. DP-165, illustrating in actual colors the entire new line of Duplexalites and Duplex lamps for residential lighting.

"Ilgair" Flasher Window Display



To identify a store as headquarters for Ilg ventilating equipment, the Ilg Electric Ventilating Company, 2850 Crawford Avenue, Chicago, is offering a new flasher window display, 21 in x 27 in., realistically printed in colors, ready for use.

"Royal's" New Sales Plan for Dealers

Characterized as "made-to-order and tailored-to-fit" is a new Royal Cleaner dealer selling plan inaugurated by the P. A. Geier Company, Cleveland, Ohio. Under this new plan, experienced merchandising men from the Royal factory are assigned to study each dealer's individual opportunities and limitations and upon this analysis, a sales policy and program will be formulated to fit the cleaner into the store's other merchandising operations on the basis of a maximum profit to the dealer.

The factory representative is further charged with the further duty of helping maintain the plan in continuous successful operation by aiding in arranging window displays, store demonstrations, educating salespeople and, where necessary or desirable, doing actual sales work among the dealer's prospects. A series of dealer help material has been so prepared that it can be revised to meet each store's individual requirements.

THE GRAYBAR ELECTRIC COMPANY, 420 Lexington Avenue, New York City, has issued a new catalog on commercial lighting, picturing the type of equipment offered by the company for the lighting of offices, schools, hotels, etc.

THE AMERICAN FLYER MANUFACTURING COMPANY, Chicago, has issued a new colored catalog on its miniature toy train equipment. The catalog has 48 pages and pictures the equipment in natural colors. It is 11½ in. x 8½ in. The company also has a new price tag which will be used with all electric trains. The tag is printed in three colors, reproducing a big train and the American Flyer logotype on one side, with sufficient space for the model number. On the reverse side is the company's guarantee.

THE ANDERSON-PITT CORPORATION, Kansas City, Mo., is distributing a new booklet on radiant heaters. The company has adopted the name "Focalipse" for heaters of this type made under the company's patents. These heaters will be known and advertised under that name, whether made by the company or under license arrangement by other manufacturers.

THE AMERICAN NICKELOID COMPANY, Peru, Ill., has issued an announcement on its new metal, "Chromaloid"—chromium in sheets or strips for immediate fabrication. Chromium plate produces a platinum-like finish and is used in such industries as electrical, refrigeration, radio, jewelry, plumbing, automotive, etc., to insure permanently bright surfaces and to resist corrosion.

"Hotpoint" Christmas Sales Helps

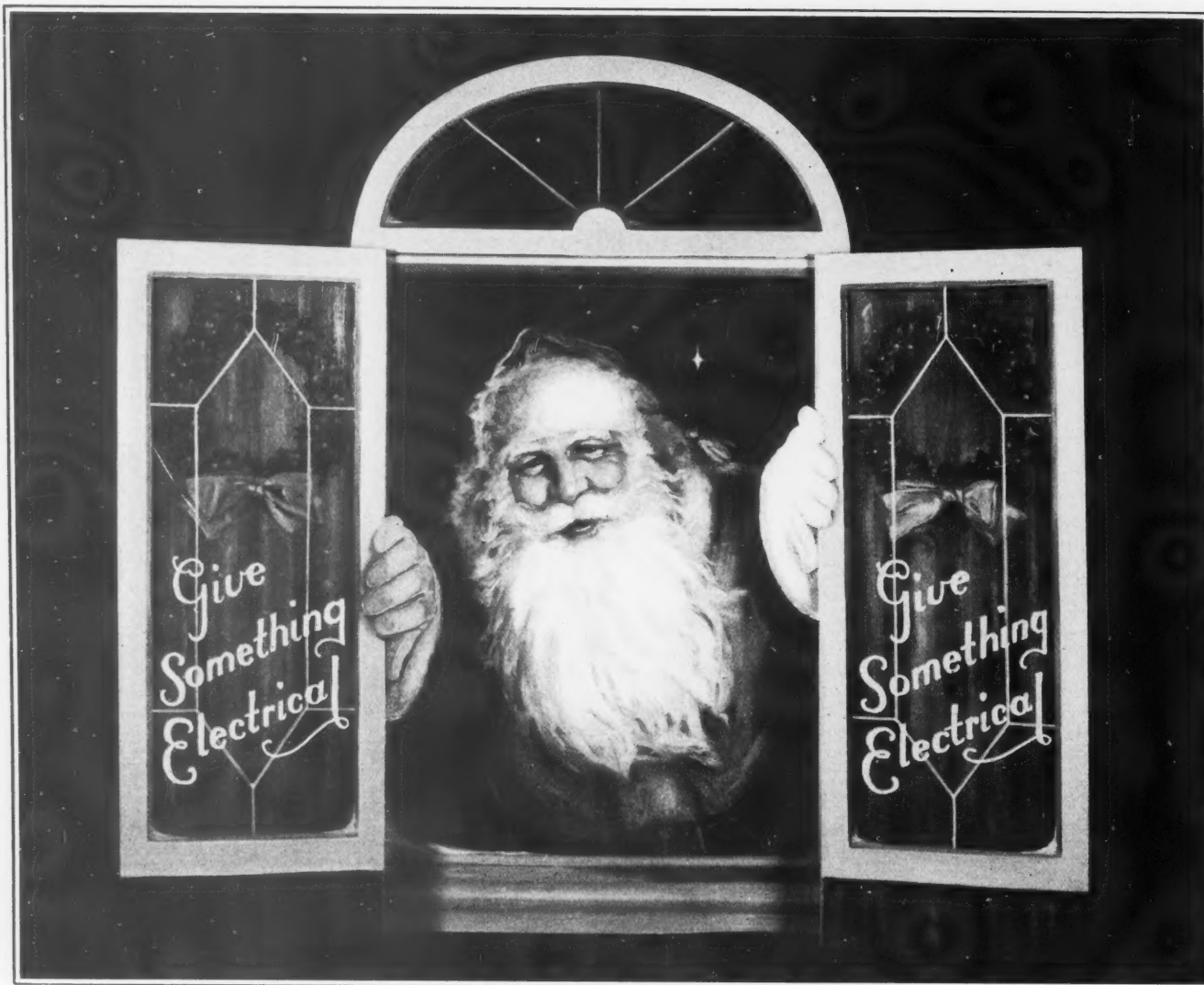
Broadsides offering a series of Christmas merchandising helps for "Hotpoint" appliances is being mailed "Hotpoint" dealers by the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago.

These new "helps" include a framed window display of the "Hotpoint" Saturday Evening *Post* advertisement, in color. The frame is of wood with metal base and is finished in antique silver. Its size overall is 13 in. x 19 in.

Other material offered is a Christmas window banner, in color, a window card, tying in with the company's national advertising, a price card, a set of six "Redmen" 13 in. high, newspaper ad suggestions.

CANDALITE, INC., 410 11th Street, West New York, N. J., in an instructive little folder, tells by means of sketches, how any one can adapt the "Candalite" to all types of candle fixtures.

LANDERS, FRARY & CLARK, New Britain, Conn., is distributing its new electric appliance catalog, featuring the company's new lines—the "Universal—the Electric Ware Beautiful" comprising de luxe appliances and the new "Universal" Popular Priced Line.



Santa Claus, knocking at the window, to beckon buyers into the shop, is the subject of this year's window display of the Society for Electrical Development. The display is

a 9-color lithograph, in life size, and is one of a series of holiday merchandising helps. Last season some 30,000 selling pieces were distributed by the Society as the

silent salesmen of dealers throughout the country and an even greater response is expected this year. A broadside describing the entire series of "helps" is available.

The Fixing Line News.

New York

"For the Man at the Sales Front"

October, 1928

"Philly" Electric Club Plans Radio Electric Show

Will Also Sponsor Industrial, Commercial and Xmas Lighting

PHILADELPHIA, PA.—Marking the 11th anniversary of its founding, and a new progressive step in co-operative business practice in the Philadelphia territory, a luncheon conference was held in the rooms of the Electric Club of Philadelphia on September 13th, at which announcement was made of a two-year business development program. The Development Committee announced that the first step would be the staging of an Electric and Radio exhibition, to be on a scale comparable to that of annual automobile shows. The Coliseum, the city's largest auditorium, has been selected for the exhibition which will open November 17 and continue until November 24.

General chairman of the show will be E. E. Hedler.

The second phase of the promotional program will be an industrial and commercial lighting drive. This campaign will open as soon as information in connection with it, now being collated by the Society for Electrical Development, is ready.

To tie in with the mid-winter holiday activities, there will be a Christmas Lighting Campaign of which G. Bertram Regar will be chairman. This campaign will be city-wide and take into its activities all local branches of the industry.

Announcement was made by C. Lester Sherman, Jr., president of the Club, that Pierre Brosseau, formerly assistant manager of the Electric Association, Chicago, had been appointed Managing Director of the reorganized club and already had plans underway for an active fall campaign. Assisting Mr. Brosseau will be George R. Conover, formerly president of the Electrical League of South Jersey.

7 Chain Electrical Stores for Illinois

H. S. Zimmerman Company to Retail Appliances, Radio, Phonographs, Auto Accessories

CHICAGO, ILL.—The H. S. Zimmerman Company of 333 North Michigan Boulevard, has just been capitalized at \$275,000 and will open 7 chain stores in northern

Pushes Iron 12 Miles for Family of 5

ABILENE, TEX.—In ironing for a family of five persons, the housewife lifts 2,000 pounds and pushes a flatiron 12 miles, Ethel McMillen, representative of the Federal Electric Company told housewives who attended a two-day laundry school conducted here by the West Texas Utilities Company.

Illinois. These stores will handle a complete line of electrical appliances, radio equipment, phonographs and records, as well as a limited line of automobile accessories. The first store will open on about November 1st.

H. S. Zimmerman is president, Charles R. West, secretary and buyer and L. R. Tomlinson, treasurer.

Wiegand Appointment

RICHMOND, VA.—The Southern Engineering & Supply Company of 2001 North Avenue, Richmond, has been appointed sales and engineering representative of the Edwin L. Wiegand Company, manufacturer of electrical heating units, for the state of Virginia.

Pembleton to Head N.E.L.A. Merchandising Bureau



Committee Chairman Under New Organization Announced By Association

NEW YORK, N. Y.—Under the new organization the Commercial Section N.E.L.A. is divided into bureaus, each dealing with one distinct problem: Merchandising; lighting; commercial and industrial power and heating. Each bureau will be headed by a vice-chairman of the Commercial Section.

F. D. Pembleton of the Public Service Gas and Electric Company of New Jersey has been appointed vice-chairman in charge of merchandising.

T. O. Kennedy, Ohio Public Service Corporation, is vice-chairman in charge of lighting.

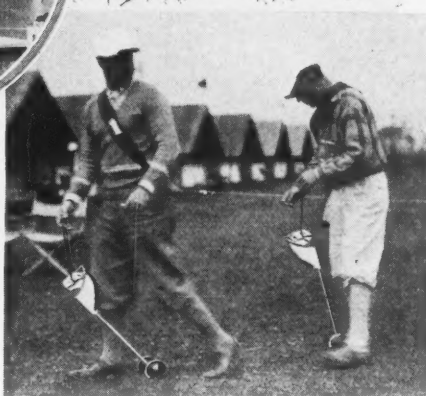
The new committee appointments for both these bureaus are: Merchandising Committee—C. L. Harold, Brooklyn Edison Company, chairman; Range Committee—F. A. Coupal, Buffalo, Niagara and Eastern Power Corporation, chairman; Refrigeration Committee—C. L. Dunn, Ohio Public Service Company, chairman; Water Heating—Norman T. Wilcox, Stone & Webster, chairman; Electrical Advertising—C. J. Eaton, Middlewest Utilities Corp., chairman; Home Lighting—W. T. Blackwell, Public Service Gas & Electric Corporation, chairman; Commercial and Industrial Lighting—Julius Daniels, Edison Electric Illuminating Company of Boston, chairman; Street Lighting—R. J. Malcomson, Public Service Company of Northern Illinois, chairman.

Taxi, Taxi

Taxi drivers operating in the vicinity of Grand Central Station, who have been hazarding opinions as to the probable reason for the quarter tips dispensed by a certain lavish gentleman, will be interested to learn that it is H. W. Foulds' appointment to the vice-presidency of Servel Sales, Inc., rather than a flurry in Wall Street, that is responsible.



"Hizonner the jedge" (née Earl Whitehorse, vice-chairman of The League Council and editorial director of *Electrical Merchandising*) checks two eminent jockeys under the wire in the Hobby-Horse Handicap. (Camp Co-operation, Association Island.) The winners: Dean Gallagher, riding for the Electrical League of Washington, D. C., and George R. Conover, wearing the colors of the South Jersey Electrical League.



Horses, Horses, Horses

Doherty Sales-Installations First Half \$2,729,492

Record of \$7.86 per Customer Equals Last Year

NEW YORK, N. Y.—Henry L. Doherty & Company properties, during the first half of 1928, sold \$7.86 worth of electrical appliances to each customer, according to a report just released. Sales plus installation charges totals \$2,729,492 for all properties, which is about (Continued on next page)

the same as for the first six months of last year.

Electric appliance sales, by units, was as follows:

3,500 refrigerators
471 ranges
3,117 cleaners
1,682 toasters and grills
5,617 irons
216 ironers
2,816 washers
1,306 percolators.

Most company properties made a special effort to obtain electric refrigeration business during the period with the result that more than a million dollars worth of this equipment was sold.

We Present—



C. W. Geiser of the Atwater Kent Manufacturing Company (manufactures radio sets) is A. Atwaters utility representative.

Geiser Will Contact Utilities for Atwater-Kent

Promotes Radio As Load Builder

PHILADELPHIA, PA.—C. W. Geiser has been appointed a special representative for the Atwater-Kent Manufacturing Company to contact with electric light and power companies. In his new duties Mr. Geiser will co-operate with the present A. K. sales organization to promote radio as a load-builder and to work out plans, also, for co-operation with distributors and independent radio dealers.

New Thor Plant Addition By November

Night Shift Now Working to Keep Up With Demand

CHICAGO, ILL.—Increased demand for the new Thor line of washers and ironers is evidently causing considerable pressure at the Hurley Machine Company's plant. A night shift has been employed and the company has started work on an addition to its plant costing \$350,000 which is to be ready for use by November first.

Hoover Cleaner In 20th Year

Public Has Invested 150,000,000 Hard-Earned Dollars in Pioneer Appliance

NORTH CANTON, OHIO.—Executives of the Hoover Company, dealers and salesmen all over the country are doing a little "reminiscing" this month. For in October is celebrated the 20th anniversary of the introduction of the first Hoover vacuum cleaner. The company has manufactured and sold, in the past twenty years, \$150,000,000 worth of cleaners. \$150,000,000 being a sum of tidy proportions when applied to the electrical appliance business reminiscence is obviously in order, says the company's executive staff. So here it is:

Some 5,000 of the earliest Hoovers, model "O" were made and sold. Many of these are still in use. Model 3 Senior was brought out in 1909. The Junior model followed in 1912. The production staff at this time numbered 140 people, with 40 in the business office and half a dozen traveling salesmen engaged at establishing dealer connections.

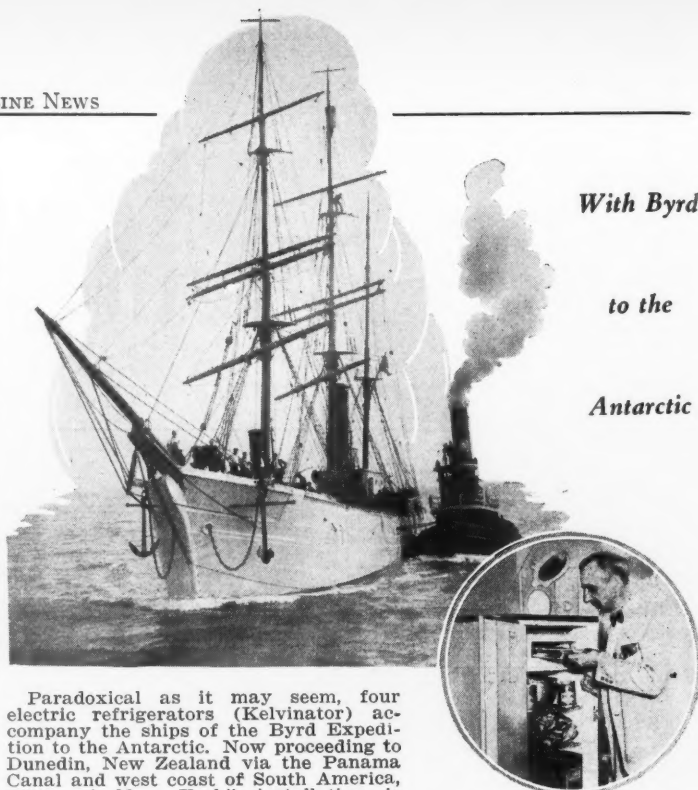
The Hoover Special was born in 1914—production and merchandising facilities had doubled in two years. Model N came in 1916. Model 102 and model 103, the Baby Hoover, were brought out in 1919 in a plant enlarged from a capacity of 300 cleaners per day to a capacity of 2,200 per day. A department for service and repairs was established in 1920 and model 105 was placed on the market in that year. Model 541 followed in 1923.

Model 700, the first featuring "Positive Agitation," was brought out in 1926 as was model 543, the lower priced appliance of the present day and model 972 for use in hotels, etc.

The original models weighed 69 pounds and sold for \$125. The weight of the present cleaner model 700, by contrast, is slightly less than one-fourth that of the original models. It sells for a little more than half the price of the original.

Twenty years ago it took 22 days to build a Hoover cleaner, starting with the raw material. Today production improvements and facilities have permitted the transition to be accomplished in 7 days. The company maintains sales organizations in 15 countries, located in Europe, Australia and America. The product was sold last year in 52 additional countries in which no sales organization is maintained. Approximately 6,000 dealers distribute the appliance.

Paralleling the forward strides in manufacturing and marketing, the company has been a consistent advertiser since 1908 when the first advertisement, 2 inches single column, appeared in a National magazine. Today its messages reach 124,700,000 national magazine readers annually in the United States alone.



With Byrd

to the

Antarctic

Paradoxical as it may seem, four electric refrigerators (Kelvinator) accompany the ships of the Byrd Expedition to the Antarctic. Now proceeding to Dunedin, New Zealand via the Panama Canal and west coast of South America, "City of New York" installation is shown.

Southwestern Gas & Electric Campaign Sells 226 Ranges

Fall Fan Drive Sold 1,009—Lamp, Refixturing and Xmas Campaigns Planned

SHREVEPORT, LA.—The Southwestern Gas & Electric Company's electric range campaign, which closed recently, resulted in the sale of 226 appliances (Hotpoint). W. G. Church won division prize, W. A. Schuler of Ashdown, the local manager prize and A. Attebury of Marshall the individual high for division 1. C. C. Lofton of the Arkansas division also won a division prize.

The company's electric fan campaign, which closed on August 8 and on which sales have now been tabulated, resulted in the sale of 1,009 fans. The Natchez division won the campaign prize, Don Morgan of Pittsburgh taking second. The General Electric Supply Corporation of Shreveport also awarded prizes to three individuals with high totals; P. H. Swain of Pittsburgh, who sold 44 fans; E. B. Plitt of Division 1, who sold 39; J. N. Nichols of Nashville for selling 32 fans (G. E.).

Do-All Appliance Corp. Formed

Supersedes Strongson Products

NEW YORK, N. Y.—A new company has been formed in New York, incorporated as the Do-All Appliance Corporation, of which E. D. McCarthy of McCarthy Bros. & Ford is president, Alfred H. Schoellkopf of the Buffalo, Niagara and Eastern Power Corporation and H. L. Strongson are

vice-presidents and J. F. Schoellkopf, Jr., of Schoellkopf, Hutton and Pomeroy, is secretary and treasurer.

Glenn A. Wilson is general manager of this company which has taken over the manufacture and sale of electrical appliances as well as patent rights of Strongson Products, Inc. The company's main office will be at 75 W. Mohawk Street, Buffalo. Its New York office is at 225 W. 34th Street.

Gainaday Contest Opens

Retail Washer Salesmen Eligible for Merchandise Prizes

PITTSBURGH, PA.—The Gainaday Electric Company's new sales campaign, which started on September 15th and will continue until October 31st, is well under way as we go to press, though no sales reports are available. The company will award prizes to every retail salesman registered in the campaign who sells 8 or more Gainaday washers during the period. There will be a silver loving cup for the winning retail organization, three grand prizes for the three high salesmen and in addition valuable prizes for those who exceed quotas set by the company yet do not win a grand prize.

Olsen with Richards

CHICAGO, ILL.—John R. Olsen, well known in mid-western electrical circles for his connection with the Central Electric Company and the Central States Electric Company as vice-president successively of these concerns, has joined the George Richards & Company organization. The company represents the American Circular Loom Company, Atlantic Insulated Wire & Cable Company and the Wirt Company of Philadelphia.



Hey Ma!

Where's

a

Towel?

And so we introduce little "Radianna," brand-new daughter of "Radianna," wax mama presented at numerous electrical shows and exhibitions by Curtis Lighting, Inc. Li'l Alice is sort of "overexposed." Sssh. Mebbe Curtis is gonna spring a Health Exerciser.

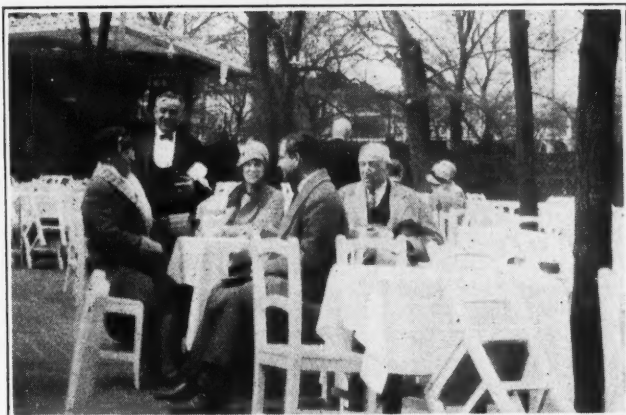
Central Maine Sets High Sales Record

\$116,000 Total in August

AUGUSTA, ME.—Going after a bogey of \$100,000 gross business for the month of August the Commercial Department of the Central Maine Power company broke all existing company records by totaling \$116,000 for the month in a whirlwind finish.

Electric refrigeration and ranges showed a big increase over the corresponding month of 1927. The mid-summer range campaign terminated during the middle of the month with 209 range sales against a quota of 125.

They Knew What They Wanted



Scene: One of the many cafés in the Prater, Vienna. Time: July. Left to right: Mrs. H. P. Andrae; the waiter (who brought what they wanted); Mrs. E. K. Hubbard, Jr., and H. P. Andrae, president of Julius Andrae & Sons Company of Milwaukee. Hubbard is Andrae's son-in-law.

Have You Joined The Home Modernizing Movement?

Building Trades Are Capitalizing It in 17 Cities

NEW YORK, N. Y.—Home modernizing movements are in progress in 17 cities, so far as it has been possible to determine. In some of these cities the electrical trade is co-operating. In others it is not. Following is a list of cities in which the activity is under way, together with the names of local dealers:

ATLANTIC CITY, N. J.
A. W. Dickson, Secretary,
Master Builders Bureau.
BUFFALO, N. Y.
Samuel S. Vineberg, Secretary,
Electric League of the Niagara
Frontier.
CLEVELAND, OHIO
E. A. Roberts, Secretary,
Builders Exchange
DENVER, COLO.
Don McNeal, Home Promotion
Dept., McPhee-McGinnity Co.
DULUTH, MINN.
L. R. Avoy, Secretary,
Builders Exchange.
INDIANAPOLIS, IND.
Emerson W. Chaille, President,
Indianapolis Real Estate Board.
KANSAS CITY, KAN.
Roy Thomas, Manager,
Dierks Lumber Co.

KANSAS CITY, MO.
Carl B. Jenkins, Secretary,
Builders Association
MILWAUKEE, WIS.
J. S. Bartlett, Secretary,
Electrical League
MINNEAPOLIS, MINN.
Clarence Gunn, Secretary,
Builders Exchange.
OMAHA, NEB.
E. H. Brown, Secretary,
Builders Exchange
ST. LOUIS, MO.
Henry Isherwood, Secretary,
Concatenated Order of Hoo Hoo.
ST. PAUL, MINN.
A. V. Williams, Secretary,
Builders Exchange.
SAN FRANCISCO, CALIF.
A. C. Horner, Mgr. Western
Division, National Lumber
Mfrs. Assn.
SPOKANE, WASH.
R. L. Bayne, Chairman,
Educ. Comm.—Hoo Hoo Club
of Spokane.
TOPEKA, KAN.
Paul Montgomery,
Topeka Daily Capital.
WASHINGTON, D. C.
C. N. Nichols, Heating & Piping
Contractors Assn. of
Washington, D. C.

Dorfman Joins Gold Seal

NEW YORK, N. Y.—Lewis E. Dorfman has been appointed sales manager of the appliance division of the Gold Seal Electrical Company of 230 Park Avenue. He was formerly western sales manager of the Charles S. Freshman Company, radio set manufacturer.

Styles In Smiles And Sweaters



Here we have the latest from Paris. Styles in smiles and sweaters as presented by A. J. Lutz of the Pacific States Electric Company, Charlie Pearl of the Premier-Duplex Company, Grover Burke of the City Electric and Fixture Company and Walter Funfsinn of the Seattle Lighting Fixture Company.

Fuller Brush Salesmen Entered 11,500,000 Homes Last Year

Sales \$15,000,000 to 5,700,000 of These Homes, Pennsylvania Dealers Hear

BEDFORD SPRINGS, PA.—At the annual convention of the Pennsylvania Electric Association, held here on September 5-7, J. H. Smith of the Fuller Brush Company stated that his company's door-to-door salesmen gained entrance to 11,500,000 homes last year and sold \$15,000,000 worth of merchandise to 5,700,000 of these homes. The Fuller Brush Company is one of the largest em-

ployers of house-to-house canvassers in the country.

Smith, in his address, claims that any product of high utility value can be successfully sold through the door-to-door plan if the salesman can teach the customer, through demonstration, how to get the most out of the product. He also stated that much depended on the salesman's ability to use the satisfied customer as a basis for new business. The Fuller Brush Company, according to Smith, placed great emphasis on the caliber of men employed, their training and reward for good work. The Fuller sales manager must be willing to work in the field with the men, must be able to demonstrate proper selling to new men and must impress upon the men that they are selling service rather than a product.

Texas Utility to Push Radio

A.C. Sets Shipped to 35 Districts

DALLAS, TEX.—The Texas Power & Light Company and affiliated companies is going in heavily on a.c. radio sets, according to advice received from the Dallas office. A.C. receivers have been shipped to 35 districts in preparation for an active fall campaign.

New Chicago Transformer Co.

CHICAGO, ILL.—The new manufacturing plant of the Chicago Transformer Corporation at 4541 Ravenswood Avenue is now in production. W. J. Leidy is president, Earle Knight is vice-president, Arni Helgason, secretary and G. R. Blackburn, treasurer. The company will manufacture a full line of electrical transformers including those for radio use.

Whoopee! Six-Shooter Lamp Roundup Under Way

Edison Lamp Dealers Join

MAZDABROOK, N. J.—"With the startling suddenness of a western tornado, the SIX SHOOTER has arrived." So reads the initial pep-bulletin on the Edison Lamp Works new drive for fall lamp business. Dealers everywhere are joining the movement in the interest of which the company plans to distribute \$8,000 in cash prizes on October 31, when it is concluded. \$4,800 has been offered for district prizes. Dealers in 11 Edison sales districts will compete, first, with other dealers in their own territories, for this prize. If they place, they are eligible to compete (Continued on page 111)



Here's Our Candidate

—for wiring the “White House” the brown house, or any other building where a quality wiring job is to be done, with the greatest saving of time—assuring a good Profit to the Electrical Contractor.

Durabilt Products
Speed Up
Wiring
Jobs



DURAWIRE

Rubber-Covered Wire
and Flexible Cords

DURAFLEX

The Safe Armored Cable
and Flexible
Steel Conduit

DURACORD

The heavy-duty
Portable Cord

DURADUCT

The fast-fishing
Single-Wall Loom

DURAX

The Non-Metallic
Sheathed Cable
of Known Quality

Order Durabilt Products
by name from your Jobber

DURABILT

REG. U.S. PAT. OFF.

PRODUCTS

*Speed up
wiring
jobs*

TUBULAR WOVEN FABRIC COMPANY PAW TUCKER CO.

with the high men in other divisions for a national prize. There are two sets of awards, one for central station employees and another for all others. Here are the nation-wide prizes offered:

| | |
|-----------------------|-------|
| 1 first prize | \$500 |
| 1 second prize | 250 |
| 1 third prize | 100 |
| 4 fourth prizes | 75 |
| 9 fifth prizes | 50 |

This prize set-up is in duplicate, one for each class of lamp retailer.

The name "Six Shooter" has been given the campaign because it will be a special effort to stimulate carton sales—in which there is a six-lamp-in-one opportunity.

Empire District Campaign Nets 49 Range Sales

12 Towns Buy \$7,687 Worth of
Equipment in 15 Days

JOPLIN, MO.—Campaigning for 15 days in 12 mid-western towns, the Empire District Electric Company has just sold 49 electric ranges, representing \$7,687 at retail. The record by towns is as follows: Aurora 5, Ash Grove 8, Walnut Grove 5, Bois D'Arc 1, Republic 2, Ozark 7, Branson 2, Crane 3, Galena 12, Wentworth 1, Pierce City 1, and Hurley 2.

The Edison Electric Company co-operated during the campaign.

According to George W. Rauch, assistant new business manager, a painstaking advertising campaign, including direct-mail and newspaper work, preceded the drive. Home economics demonstrations were carried on under the direction of Miss Grace Looney of the Electric Appliance Company in Walnut Grove, Ash Grove, Ozark and Galena motion picture theaters. Average attendance of housewives, who were specifically invited through the mails, was 120.

Niagara Falls 99 $\frac{7}{8}$ % Wired

Only 22 Homes in City Without
Service

NIAGARA FALLS, N. Y.—This city, according to the Niagara Electric Service Corporation, has 16,500 residence consumers of electricity, only 22 homes within the city limits being without the service. This is 99 $\frac{7}{8}$ % saturation.

The lighting company records an average annual consumption of 1,413 kilowatt hours per residence customer during the year 1927.

New Royal-Canada Manager

TORONTO, ONT.—L. A. Gilson, who has held an executive position with the P. A. Geier Company of Cleveland, U. S. A. for some years, is now general manager of the Continental Electric Company, Ltd., manufacturing the "Royal" cleaner in Canada. Jos. V. Stark, who formerly held this position, has resigned.

Meat on the Table



A little local talent. D. E. Brunskill of the Pierce Electric Company, Tampa, Florida, writes: "The accompanying picture proves that while our Boss doesn't have much luck shooting golf he is no slouch in the woods. (It may be his familiarity with the woods through having been in the 'rough' so much that is responsible for the 240 lb. deer.) Left to right: "Little Boy" Ike Mitchell, St. Petersburg representative; "Papa Paul" Harrell, Westinghouse merchandising representative; B. E. Pierce, the boss himself and John Hunter, guide.

Cutups Drop Cutouts



During the Alabama Power Company's recent refrigeration drive (G.E.) A. B. Collins, commercial manager, with pilot Elmer Rutz, side-slipped and tail-spinned all over Birmingham's skyline dropping advertising cutouts. Everybody was enthusiastic about the idea but the street sweepers.

Georgia Power Starts \$200,000 Refrigerator Drive

First 8 Days of 29-Day Campaign
Nets 36 Per Cent of Quota

ATLANTA, GA.—That seasoned campaigner, the Georgia Power Company, has again taken upon itself the task of selling a flock of refrigerators. This time the objective is \$200,000 worth of the stuff (General Electric) before October 6th.

When the last report reached the *Firing Line*, with the first 8 days of the drive over, the company had already sold 36 per cent of its quota.

Practically all divisions of the utility, throughout the state of Georgia were up to scratch—or scratching.

Shows and Conventions Coming

| | | | | |
|---|----------------------|-------------------|----------|-------|
| First National Electric Trade Show | Grand Central Palace | New York | October | 17-20 |
| National Electrical Credit Ass'n. | | Chicago | November | 15-18 |
| National Electric Light Ass'n. (Kansas) | | Wichita, Kans. | October | 18-19 |
| National Electrical Manufacturers Ass'n. (Apparatus) | Briarcliff Lodge | Briarcliff, N. Y. | | |
| National Electrical Wholesalers Ass'n. | | Chicago | November | 12-16 |
| Penn. State Assoc. of Elect. Cont. & Dealers | Hotel Schenley | Pittsburgh | October | 8-10 |
| Philadelphia Electric & Radio Exp. (Phila. Elect. Club) | Coliseum | Philadelphia | November | 17-24 |

Southern Colo. Power Featuring Washers— Ranges

Sold 81 Ranges—46 Washers
In 25 Days

PUEBLO, COLO. — Washers and ranges came in for their share of pushing by the salesmen of the Southern Colorado Power Company during the month of August. Reports covering the company's activity up to the 25th of that month indicate the sale of 81 ranges and 46 washers. The record to that date, by cities and towns, is as follows:

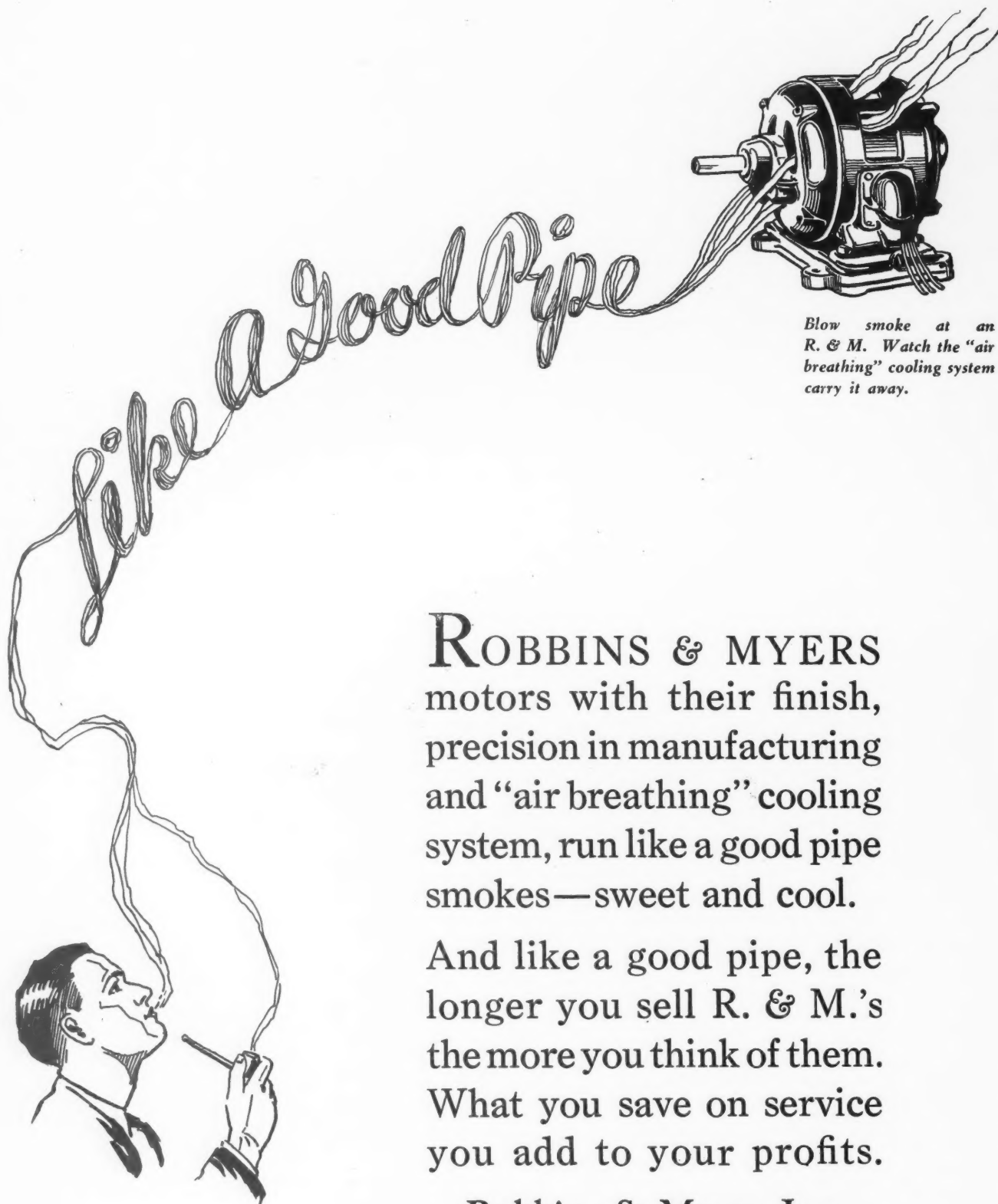
| | Ranges | Washers |
|------------------|--------|---------|
| Pueblo | 51 | 25 |
| La Junta | 3 | 2 |
| Rocky Ford | 14 | 3 |
| Ordway | 6 | 3 |
| Florence | 1 | 6 |
| Canon City | 1 | 7 |

Southern California Business Booming

Southern Colo. Edison, Easy House-
keeping, Listenwaller & Gough
Report Good First Half
Sales

LOS ANGELES, CAL.—Business in southern California has been good this past half and there is every indication that the boom will continue. The Southern Colorado Edison Company reports \$677,052 worth of appliance business for the first half as against \$462,489 for the first half of 1927. Listenwaller & Gough, "Royal" cleaner distributor, reports the sale of \$65,816 worth of this equipment from January through June and the Easy Housekeeping Shop, "Ironrite" ironer and "Easy" washer retailer reports total sales during this same period of \$157,493 worth of appliances.

The utility, which recently campaigned electric ranges, "Westinghouse," co-operating with dealers, sold a total of 1,641 of these appliances to June. Dealers in the company's territory sold 665 ranges during the same period. The utility's waffle iron campaign, which has just been completed, resulted in the sale of 1,700 "Westinghouse" units.



Blow smoke at an
R. & M. Watch the "air
breathing" cooling system
carry it away.

ROBBINS & MYERS
motors with their finish,
precision in manufacturing
and "air breathing" cooling
system, run like a good pipe
smokes—sweet and cool.

And like a good pipe, the
longer you sell R. & M.'s
the more you think of them.
What you save on service
you add to your profits.

Robbins & Myers, Inc.

Springfield, Ohio

Brantford, Ont.

Agents In Principal Cities of the World

*Inquire about our
engineering service
—on any type of
motor service*

Robbins & Myers
Fans and Motors

